The COMMERCIAL and FINANCIAL CHRONICLE

ESTABLISHED 1839

Reg. U. S. Pat. Office

Volume 192 Number 5994 New York 7, N. Y., Thursday, October 13, 1960 Price 50 Cents a Copy

Editorial AS WE SEE IT

Enraged by recent failures on several fronts, Mr. Khrushchev has repeatedly made quite a spectacle of himself while in attendance upon the current meetings of the United Nations. His bumptious discourtesies, indeed his incredible crudities, have on more than one occasion turned an otherwise dignified and serious minded gathering of representatives from all over the world into a burlesque at least for the time that he was able to command attention. He is supposed to have come to this forum for the purpose of using it as a sort of sounding board of propaganda rostrum to reach and influence many and varied peoples throughout the world. The future, of course, will have to show whether he did more than to make a horrible spectacle of himself. It is difficult for us to conceive of such behavior making a favorable impression upon any one other than the sort of "hooligans" to which Stalin was, and the present Russian boss is, fond of referring, but we are content to await the verdict of history.

What leads the so-called neutral nations to suppose that anything of a constructive sort could be achieved by a meeting of this Russian bear and the President of the United States—after all that has now taken place and all that is known of the inflexibility of the Russian position—is the real mystery of the day. There has been no indication that the Russians are prepared to make any sort of concession on any subject, and the Premier of that strange land has made it quite impossible for any meeting to occur with any hope of a normally dispassionate atmosphere to work in. Of course, he is naive indeed who supposes that the U-2 incident was more than a convenient "out" for Mr. Khrushchev when he became convinced that he could not, or in all probability would not, gain the "fruits of war"—as Winston Churchill once put it—by means of arguing, threatening or cajoling at Paris.

Basic Situation Remains

And we may as well face the fact that this basic state of affairs will very likely exist *(Continued on page 22)*

Business in 1960's to Contend With Increasing Competitive Forces

By David H. Dawson,* *Vice-President, E. I. du Pont de Nemours & Co.*

There will be increasing competition manifesting itself in the "sixties," according to Mr. Dawson. The areas of future competition that business is alerted to are: (1) manpower shortages; (2) substitutes and inter-industry competition; (3) foreign competition's challenge to our industrial efficiency, and probable impact of U. S. S. R.'s trade tactics; and (4) the challenge of economic ideas. Businessmen are warned to participate more effectively in politics or find Congress falling for the blandishments of government direction to spur economic growth.

Optimism is a fine and glorious state of mind. It is an essential ingredient in the success of enterprises, great or small. It moves mountains, drills deep holes in the ground, builds huge and complex manufacturing plants. As we move into the fateful decade of the 1960's, we would be lost without it.

David H. Dawson

But it has become apparent that in late '59 some of our economic prognosticators were scaling heights of optimism not previously reached by mortal man. A year ago there was a constant use of such terms as "Golden Sixties," "Soaring Sixties," even "Sizzling Sixties." Never had we seen such a business decade as they forecast and, I suspect, never will we see it. I note that today, less than a year into the Sixties, we rarely hear these terms. I, for one, do not mourn their passing.

In all the rosy predictions, there seemed a danger that individual businessmen might be persuaded that the Golden Sixties would bring in rewards and profits automatically. "Relax," the voices seemed to say, "enjoy it; let nature take its course. There will be plenty for everybody."

I hope no one relaxed to the point where it was difficult to get going again. Certainly I don't think it happened in the chemical industry. I recall that seven years ago, when I was directly concerned with that segment of our business which manufactures paint and finishes, we had about 1,200 competitors. Now, I believe, the figure is over 1,500. This is living where no one can afford to relax, no matter how rosy the predictions of automatic growth and prosperity.

Forces Shaping Sixties' Growth

There were, and still are, in part, three main considerations which appeared to point to substantially higher levels of business in the Sixties. First, we had completed ten very good years in the Fifties; second, there are going to be a lot more people around to consume goods; and third, there were then no really threatening economic or political clouds clearly visible.

Since then, of course, the Cold War had taken a sharp turn. We have had the collapse of the Summit, the U-2 incident, grave events in Cuba, the Congo, Japan and Korea. Even platforms of both political parties hold out scant hope for improvement in world tensions. We would seem as a nation to be in for even more bitter economic, political and technological competition, which cannot help but have its effect on business here.

Still, the assumptions have considerable validity. Certainly there is no basis for disputing the prediction that the population will increase 16% in the next decade. It is as sure as anything can be in an unsure world that there will be a 52% increase in the 18- to 24-year-old group, and that these people will want to marry and establish households of their own.

But I am inclined to question whether even the most conservative growth estimates can be safely projected to segments of *(Continued on page 24)*

SECURITIES NOW IN REGISTRATION—Underwriters, dealers and investors in corporate securities are afforded a complete picture of issues now registered with the SEC and potential undertakings in our "Securities in Registration" Section, starting on page 27.

The Security I Like Best . . .

A continuous forum in which, each week, a different group of experts in the investment and advisory field from all sections of the country participate and give their reasons for favoring a particular security.

HENRY W. MEERS
Partner, White, Weld & Co.
Chicago, Ill.
Members: New York Stock Exchange, American Stock Exchange, Midwest Stock Exchange, Chicago Board of Trade

Allied Radio Corporation

Allied Radio is the world's largest distributor of electronic components. The following statistics give some indication of its past performance: sales increased every year since the company was founded in 1928 except for 1938 and 1943; sales up approximately two and a half times in the last 10 years, or slightly more than the growth for the entire electronics industry; and earnings doubled in the last four years and quadrupled in the last eight years.

Henry W. Meers

The company is well known all over the United States through its mail order catalog which many consider to be the Bible of the industry. Over a million copies are distributed every year in two separate editions: currently one of 442 pages for general circulation, and another for industrial accounts, of 572 pages. Catalog items range in price from over $1,000 for radio transmitters and professional tape recorders down to fractions of a dollar for capacitors and some of the simpler components that go into electronic circuitry.

A substantial percentage of the company's business is concentrated in its well known "Knight" and "Knight-Kit" brands. Under the "Knight" label a wide variety of products are sold such as high-fidelity tuners, amplifiers, speakers, cartridges, turntables, public address equipment, etc. This equipment is manufactured for the company to its own specifications. Under the "Knight-Kit" label a complete line of over 60 do-it-yourself kits is marketed covering the test equipment, high-fidelity and amateur fields. These kits are designed, engineered and assembled by the company's own personnel.

Approximately 50% of the company's sales consist of mail order business originating from more than 350,000 customers including radio amateurs, radio and TV servicemen, hi-fi enthusiasts, electronics experimenters, and hobbyists of all types. The company enjoys an important store business in its main building, and also through several branch stores strategically covering the Chicago area.

The fastest growing part of the business (now over 30% of total volume) can be broadly classified as industrial. Because of low volume requirements or special delivery problems, this group of customers relies increasingly on warehouse operations that are capable of carrying large inventories. Allied stocks about 48,000 items and can economically service an overnight delivery area from its central warehouse location.

In the industrial field particularly, size is becoming an increasingly important factor. To tap the fast growing Southern California market, Allied recently acquired Electronic Supply Corporation of Pasadena, which has a current annual sales volume of about $3 million. In addition, new outlets have been opened in San Diego and Milwaukee which have increased the company's market penetration in those areas. The national prominence of Allied's name gives immediate impetus to any outlets which the company opens.

For the fiscal year ended July 31, 1960, the company is expected to report sales of about $35 million and earnings of about $1.25 a share. (See accompanying table.) In 1961, we think volume will exceed $40 million and, even with a somewhat stepped up expansion program, that net income per share will be in the $1.35-$1.40 range.

Year Ended July 31	Sales (000,000)	Earnings Per Share
1960	$35.0	$1.25
1959	29.7	1.13
1958	27.0	.82
1957	23.5	.87
1956	20.2	.63
1955	16.1	.52
1954	14.3	.38
1953	12.9	.32
1952	11.2	.30

A good indication of management's ability is return on net worth after taxes, which averaged somewhat over 18% for the 1956-1960 period. With this type of return the company has had no difficulty internally financing sales growth of 15% compounded annually. There is no long term debt outstanding opening up the possibility of added leverage if management decided to expand more rapidly.

Allied was first sold to the public last October at a price of $15. While it has risen considerably in price since then, we think the stock still offers an interesting way to participate in the future growth of the electronics industry without many of the inherent risks such as technological change and foreign competition found in manufacturing companies.

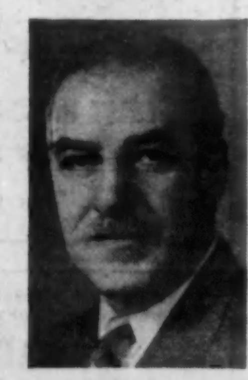
The stock is traded in the Over-the-Counter Market.

ROBERT J. LEVY
Partner, Robert J. Levy & Co.
New York City
Members New York Stock Exchange
Associate Members American Stock Exchange

Ohio Oil Company

Again in choosing "The Security I Like Best," I have picked from the "Wallflowers." Oil shares have certainly been unpopular for the last four years.

The company I have chosen as my favorite security, Ohio Oil, sold at 47 in the early part of 1956, reacted to about 28 in late '57 and early '58, recovered to a price above 45 in mid '59, and is currently selling at about $34 a share. During this same period, the Dow Jones Industrial Averages, which were about 500 rose to the 700 level and are now about 587. In short, Ohio Oil and most of the other oil shares have declined materially since 1956, while the general market has risen sharply. Obviously this alone does not constitute a valid reason for suggesting the purchase of oil stocks, or of Ohio Oil in particular.



Robert J. Levy

There are many reasons for the depressed prices of oil stocks. There has been a fundamental reversal in the underlying crude oil supply situation, and also for the time being in refining and distributing facilities. In 1950 there was a shortage of crude oil reserves throughout the world. Now that situation is completely reversed. The huge new oil discoveries in various parts of the world have created an over-supply situation that is pressing heavily on the markets, and a reserve situation that clearly points to further pressure of excess crude oil availability during the next few years. Not only is there an over-supply of crude oil, but there is a surplus of companies selling it. Today there are over 40 companies with important crude oil supplies available, whereas a few years ago, there were only 16 such companies. Furthermore there is excess refinery capacity. Then we have the bugbears of future competition from atomic energy, the development of greater efficiency in converting oil into energy, and the longer-term possibility of the development of the so-called fuel cell. Finally, in this connection, I think a canvass of leaders of the oil industry would reflect a rather general pessimism as to the near-term outlook for the industry as a whole. Without casting aspersions on the sagacity of these professionals in the industry, I think, however, it might be pointed out that these same individuals were uniformly optimistic when the oil business was at the peak of its prosperity several years ago.

It is often darkest just before dawn and this phenomenon could very well occur in the oil industry sooner than many now believe. I am not suggesting an immediate turnaround, but I do believe that the oil industry is a sound industry, the product is a fundamental one and should continue to have great utility in the future and that a program of acquisition of oil shares over the next year or two should develop long-term profits. Why? There is a high degree of assurance that petroleum consumption will continue to expand in the world. Growth rates of 4-5% in the U. S. and over 7% abroad seem realistic. Such growth rates would mean annual worldwide increases of about one million barrels a day. To understand the meaning of this growth, the President of one of the leading companies stated that this would mean that in ten years we would need 12 more Arabias . . . of present size . . . to take care of increased demands.

Then again, there is a likelihood that the over-supply problem can be improved materially within the next year to two years. Unlike coal, the cost of production of oil has a very low labor factor. Furthermore, the companies themselves have built up strong intelligent managements that recognize the problems, have studied them carefully and are applying their best thinking to the solution of them.

Translating these general observations into investment judg-

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(This is under no circumstances to be construed as an offer to sell, or as a solicitation of an offer to buy, any security referred to herein.)

This Week's Forum Participants and Their Selections

Various Factors Bearing On A Firm's Profitability

By Fred J. Ruopp, Senior Analyst, Investment Research Division, First National Bank of Chicago

Stock analysts are provided here with a ten-point check list of factors that are believed to be useful in evaluating the profitability of individual firms and industries. These criteria transcend the concepts analysts work with all the time and are believed to be of increasing importance to the prospects of companies and industries.

That time of year is fast approaching when the security analyst will learn the accuracy of his 1960 estimates of per share earnings, and with mixed feelings of chagrin and triumph will turn to the task of projecting 1961 earnings, if indeed he has not already done so. In addition many of us are engaged in the annual intellectual decathlon of projecting earnings growth rates five or 10 years into the future.

Fred J. Ruopp

Projecting 10 year growth rates is always interesting and usually worthwhile, but it becomes of particular importance in today's market when so many issues are selling at prices which necessitate above average rates of growth if present high price earnings multiples are not to decline substantially. If on the basis of all the factors we can evaluate, a particular company's earnings growth will not support its present price, discounted into the future, then we had best avoid it. If, alternatively, our best estimates indicate an earnings growth rate which can support the present price earnings multiple, we can feel more favorable towards present purchases.

Those engaged in projecting growth rates may be interested in a framework of ideas we in the Investment Research Division at the First National Bank of Chicago have prepared as a check list for use in making such projections. We here present (1) four basic political and economic assumptions, and (2) a brief discussion of various factors bearing on profitability of individual companies.

Basic Assumptions as to Political and Economic Developments Over the Next 10 Years

(1) **No World War III**—If any investor believes World War III is inevitable or even probable, he should be stockpiling gold, food and medicines, not securities. Obviously common stock analysis would have little relevance to such an approach.

(2) **A Continuing Cold War**—It appears extremely unlikely that the Russian or Chinese regimes will be overthrown in the foreseeable future due to internal pressures. Some modification of policies will inevitably occur (i.e. greater consumer goods production in Russia) but an end to the frightening marriage of Communist idealogy and Russian and Chinese imperialisms is not in sight. For this reason our national defense expenditures will likely continue at least at present levels ($40 billion per annum) or, more probably, will be in a gradually rising trend. Individual companies and industries may see **their share** of defense spending fluctuate violently, but the over-all totals will be relatively stable.

(3) **A continuing pattern of recessions followed by advances to new peaks of industrial activity.**—The growth rate of Gross National Product could very well remain at about 3% per annum in constant dollars. It has yet to be proven that through governmental action we can achieve a sustained rate of progress much in excess of 3% per annum in terms of constant dollars.

(4) **Continuing inflation,** although probably at a lesser pace than in the last 15 years, seems likely. The pent-up demand and raw material and manufacturing shortages which dated from the end of World War II have to a large extent been alleviated. However, inflation seems to be virtually built into a free economy and a continuing rise in our price level at a rate of perhaps 1-1½% per annum is likely, in contrast to the 1.8% yearly of the last decade.

Using the foregoing as a base, we present below some factors which will have an **increasing** influence on profitability of individual firms. Such basic considerations as quality and depth of management; ability to obtain financing; marketing and manufacturing skills and capabilities; will continue to be requisites for success and profitability. However, analysts have been working with these concepts for some time. And in all truth it must be said that a management can be judged principally by results since no observer can really know a large percentage of the sizable group of men needed to make a big American corporation function. Our purpose here, then, is to highlight several factors we believe to be of rapidly **increasing** importance to the prospects of companies and industries.

Factors Affecting Firm's Profits

(1) **Population growth; geographic and age dispersion.** Our population is growing at about 1.5% per annum, but growth is uneven across the nation, being strongest in such areas as the Pacific Coast and Florida.

Also, population growth is uneven among different age groups. The effect of this on school sup-

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Published Twice Weekly
The COMMERCIAL and FINANCIAL CHRONICLE
Reg. U. S. Patent Office
WILLIAM B. DANA COMPANY, Publishers
25 Park Place, New York 7, N. Y.
REctor 2-9570 to 9576
CLAUDE D. SEIBERT, President
WILLIAM DANA SEIBERT, Treasurer
GEORGE J. MORRISSEY, Editor
Thursday, October 13, 1960

Every Thursday (general news and advertising issue) and every Monday (complete statistical issue — market quotation records, corporation news, bank clearings, state and city news, etc.)

Other Office: 135 South La Salle St., Chicago 3, Ill. (Telephone STate 2-0613).

Reentered as second-class matter February 25, 1942, at the post office at New York, N. Y., under the Act of March 8, 1879.

Subscription Rates

Subscriptions in United States, U. S. Possessions, Territories and Members of Pan-American Union, $65.00 per year; in Dominion of Canada, $68.00 per year; Other Countries, $72.00 per year.

Other Publications

Bank and Quotation Record — Monthly, $45.00 per year. (Foreign Postage extra)

Note—On account of the fluctuations in the rate of exchange, remittances for foreign subscriptions and advertisements must be made in New York funds.

OBSERVATIONS...

BY A. WILFRED MAY

From Our African Notebook

(The writer has recently returned from a three-week survey in Southern Africa)

Greater Intransigeance Ahead?

Last week's referendum victory by Prime Minister Verwoerd and the Union of South Africa's ruling Nationalist ("White Supremacy") party in gaining the all-white community's approval of the change to a Republic in place of the present constitutional monarchy, entails the broadest implications. They are implications which far transcend the disadvantages, economic and political, which might attend her consequent expulsion from the Commonwealth.

The referendum result will have the effect of widening the existing tensions in two directions; in convincing the rest of the world of the permanence of racial discrimination, and in reassuring the local white supremacists of the electorate's support of their policies.

It will increase future tension with the merging African countries, as Ghana, whether or not she is able and willing to blackball the new Republic from the Commonwealth. In fact, some experienced observers, including Alan Paton, in the light of Prime Minister Nkrumah's present socializing temper, foresee the future possibility of the eventual following of economic attack with actual military intervention. Then the Soviet would become embroiled; with ourselves, via the U. N., coming in "through the side door."

Apartheid in Labor

Apartheid in wages is practiced via the technique of "Job Reservation," quite openly in the Union of South Africa; disguised in varying degrees in the other southern countries. This provides a most effective technique for fixing wages on the basis of color. Even Governments reserve semi-skilled jobs for whites.

At the Bultfontein, Wesselton and DuToitspan diamond mines in famed Kimberley, a minimum wage law prescribes a base for Africans (the "blacks") of 4s. 9d (66 cents a day), plus free lodging but no food. The *average* wage for Africans is seven shillings (98 cents) per day; for Europeans (i.e. whites) £2 ($5.60) per day.

In most coal and diamond mines in the Union, the minimum wage for Africans hovers around three shillings (42 cents) per day, plus some incentive compensation.

Where the Apartheid policy via the "job reservation" technique is not openly prescribed, it is practised hypocritically (abetted by union pressures) via the rationalization, completely unconvincing to any objective observer, generalizing that the African is uneducated, "tribal" and even half-witted. Although it is true that the majority of natives are deficient in education and ability, this in no way justifies the existing wage spreads.

As an actual result, for example, in the Northern Rhodesia Copper Belt, the annual earnings per *European* (non-native) employee average £1,868 ($5,232); with the average earnings of the native African employees down at £218 ($610).

Further highlighting the Native-versus-European wage differential is a survey of the natives' situation in Durban, large sea-coast metropolis in the Union, conducted by the Department of Economics of the University of Natal. This shows the native Africans' average monthly income for a family of four as £10 8s. ($29.12), contrasted with £18 6s. ($51.24) as the "irreducible minimum" of expenditure—that is, the cost of food, clothing, transport, taxation, rent.

No Feather-Bedding in Africa

Trade unions for *Europeans* (the whites) are permitted in the Union of South Africa. Europeans can organize and strike but only after specified mediation preliminaries. In the case of the Africans, trade unions are not recognized and they do not enjoy the right to strike.

In Northern Rhodesia, well-touted as a locale of liberalism, the natives' unions are legitimate, and their right to strike is formally recognized. We were told by the leading Native Member of Parliament from Kitwe, Mr. Lewanike, that the situation is entirely satisfactory to him and his constituents. (M. P. Lewanike doubles as a mine employee). But the last strike was in 1957, over wages and working conditions. How long were they out? Six months before submission to arbitration. What was the Union given by the officiating court judge by way of compromise toward achieving its demands? *Nothing* whatever, beyond the privilege of going back to work under the unchanged previous conditions—which it promptly did.

Apartheid vs. Diamond Thievery

The Apartheid policy is even extended to X-raying examination for those departing from mine property—what with past pilferings by various tricks, including even use of the navel for concealment. At a leading diamond mine, 650 X-rays were taken during the previous month, with none being applied to a European (i.e., a white). The excuse given to me for exempting the latter, was their distaste for it, as it is with us. for fingerprinting. I, myself, was X-rayed at the mine exit, as a white Minority of One.

Bad "P. R."

The Union of South Africa, in particular, suffers at the hands of the outside world from its continuingly bad "Public Relations"—exemplified by the Government's unrestrained shooting at the time of the Sharpville riots. Bishop Reeves' widely publicized expulsion from the Union on two hours' notice for political "obtuseness" is another glaring "P. R." *faux pas*. More fundamental is the all-inclusive categorization of all the non-natives and non-colored, as *Europeans*. You, a U. S. citizen, are classified as a *European*, on your entry and other identifying documents.

An American friend's experience at the Jan Smuts Airport in Johannesburg, at the time of his international arrival is not atypical. Noting two adjoining entrance gates—one marked "Europeans" and the other "Non-Europeans," he, naturally, as a U. S. citizen, took the Non-European gate. But, to his surprise, he suddenly found himself in the midst of an all-native group who stared at him in considerable wonderment.

This scrambling of semantics in the use of the term "European," a misnomer, has serious effects, in inflicting great damage on the accepted status of the non-native whites, including the Afrikaans. Calling them Europeans—in other words foreigners — plays directly into the hands of the non-white natives in their contention that it is not their country.

In this connection, it should be realized that the fundamental question behind the "black-versus-white" rift in its various aspects is "to whom does the country really belong?" Before dubbing the "whites" as Johnny-come-lately colonizers, we might recall our own past record. Whereas, in South Africa the whites originally came in together with the non-whites, our colonization of North America was inflicted on the long-settled Indians, whom we so violently expropriated.

A Man's World

In Southern Rhodesia I learned about a real *Man's World*. The mining companies recognize, for inclusion in free housing and feeding, only that particular wife with whom the polygamous male native chooses to live with at the time. (Only if married by tribal custom do any of the wives enjoy any long-term legal rights.)

Involuntary Birth Control

In contrast to India and other over-populated countries where hopes for birth control are pinned to mechanical devices, Africans profess to rely on the weakness of the sexual drive resulting from under-nutrition, as a population stabilizer.

The State of TRADE and INDUSTRY

Steel Production
Electric Output
Carloadings
Retail Trade
Food Price Index
Auto Production
Business Failures
Commodity Price Index

An illuminating review of the business situation appears in the October issue of the New York Federal Reserve Bank's Monthly Review from which we quote in part.

The over-all level of economic activity remained generally unchanged between July and August, and so far there are no indications that the results for September will show any significant shift in the business situation. Many of the seasonal forces that ordinarily contribute to a strengthening of activity as the autumn begins were again evident, but not in sufficient strength to offset the dampening influence of other adjustments that have been under way in the economy for several months. The automobile industry, which has been widely viewed as a possible bellwether of the direction and momentum of economic change in the current period, clearly reflected the mixture of offsetting influences now at work in many sectors of the economy. Attempting to reduce stocks of existing models, dealers made generous price concessions, and, as the public responded to these price inducements, auto sales actually rose in August in seasonally adjusted terms. Retail sales of other goods apparently fell slightly behind seasonal expectations in August and September, but questions were being asked as to whether the current declines in dollar sales might not reflect only the initial impact of price reductions that had not yet been followed by larger physical volume. Capital expenditures continued upward, though apparently not so strongly as originally anticipated, and surveys of future plans suggested that such expenditures might level or edge downward. At the same time, there were some signs of a moderate edging upward of residential construction, and spending by all levels of government has also continued expanding slowly.

Output and Employment

The Federal Reserve's industrial production index reached a seasonally adjusted peak of 111 in January (1957=100), and has since been fluctuating from 109 to 110. In August, the index dipped again to the lower figure.

Output did begin to pick up in mining and in nondurable manufacturing, and but, since the August seasonal pattern calls for considerably larger increases, the adjusted figures actually showed a decline in nondurables. Most increases in durable goods manufacturing were so small that the customary statistical adjustment for the expected seasonal rise converted them into declines also. The one area of definite advance on a seasonally adjusted basis was motor vehicles, where there occurred a 3% increase after allowing for the decline that usually results in August from time lost during model change-overs. The better-than-usual performance reflected efforts of manufacturers to get large stocks of 1961 cars into dealers' hands before the cars were officially introduced to the public. On the other hand, the seasonal push fell short of the customary intensity in the iron and steel industry, with the result that adjusted iron and steel output declined by about 1% in August. While auto production for September pointed to another better-than-seasonal advance, September steel production, which usually rises, was about the same as in August.

Nonfarm employment (as measured by the Bureau of Labor Statistics payroll survey) rose in August, on an unadjusted basis, to a record 53.4 million persons, mostly because of a strong seasonal increase in the canning industry. The seasonally adjusted figure was 53.3 million, down about 100,000 from July. This decline is overstated, however, since it reflects to a large extent the temporary curtailment of activity in the auto industry for model change-overs; no allowance is ever made in the employment statistics for model change-over idleness, which this year was heavily concentrated in August rather than being spread over two or three months. There were, in addition, substantial cutbacks, on a seasonally adjusted basis, in the metal and metal products industries, in the apparel field, and in service industries. Less-than-seasonal reductions in government and retail trade employment established the principal offsets to these declines. Total employment (as measured by the Census Bureau's household survey) slipped about ½ of 1%, seasonally adjusted, although agricultural employment declined less than seasonally. With this over-all contraction in the number of jobholders, the unemployment rate rose to 5.9% from 5.4% in July. Without the temporary idleness resulting from automobile model change-overs, the increase in the

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About Annuities and the Renewed Interest in Them

By Dr. Ira U. Cobleigh, Enterprise Economist

Containing a swift history and appraisal of annuities and outlining some of the advantages they offer particularly during deflation or recession.

Ever since man invented money he's been trying (1) to get enough of it to live on, preferably in comfort and possibly in luxury and (2) to gather enough of it together to last him all of his days. Only a miserably small percentage of mankind has ever made the grade in any age, however. But we're still trying; and an annuity is one of the financial vehicles we have invented, aimed especially as point (2)—to provide an assured income that cannot be outlived.

History of Annuities

Actually the annuity is very old, antedating by many centuries such popular flora and fauna of finance as bonds, stocks and life insurance. In Babylon, three thousand years ago they designed an annuity. Their system was to allocate a certain annual rental from land to an individual for life. The early Egyptians and Chinese also employed annuities based on, or paid out of, income from land.

The Roman annuities were more personal. If an aging Roman sought to provide upon his death, a life income for his widow, he would arrange, with some man of substance, an annuity contract. Under this he would make a cash payment to his honorable Roman on his solemn promise to pay to the little woman, if widowed, a fixed annual sum for as long as she lived. The man thus selected was always a younger man (so he'd be around long enough to make the lifetime payments). He had to be a pretty trustworthy sort of guy. There is no evidence that his obligation to the widow ever extended beyond a financial one, but equally there was no law saying he couldn't take her out to a chariot race or even marry her!

As the centuries rolled along the use of annuities became widespread. Kings and potentates granted them as rewards for faithful service, military valor, or artistic or literary talent. In the Middle Ages annuities were used as a method of public finance, the forerunners of government bonds. Florence, Genoa and Venice, in order to raise money, made frequent public offerings of annuities guaranteeing life incomes to the buyers.

But enough of these whimsical historical musings. The annuity has come down to us as a respected and tested method of providing a dependable series of stated annual payments for a certain number of years, or for life. This uninterrupted flow of income has usually been assured or protected by the property or solvency of an individual, a group, a corporation or a unit of government. Centuries ago annuities were quite unscientific as the issuers had no accurate way of estimating how long annuitants in any given age group might live. Today, however, annuities are all based on actuarial tables which calculate, with amazing accuracy, the life expectancy of individuals of all ages. These mortality rates, together with the expected annual interest return the issuing company may safely expect from its investments, form the basis for effective guaranteed annuity rules.

Annuities began in America in 1759 when a corporation was formed to assure life incomes to the widows and offspring of Presbyterian ministers. Since then many religious and fraternal orders have offered annuities and today, most of the 1,400 life insurance companies in the U. S. and a number of Canadian ones write annuity contracts. Also, in recent years, many savings banks have entered the field. In a larger reference most pension plans, and our Social Security controls are essentially group annuities.

Pros and Cons of Annuities

Basically the advantages of annuities are that (1) they provide perhaps the safest known form of income; (2) they usually provide higher returns (if the annuitant is in his later years) than could be safely obtained from other conservative investments. (3) They eliminate investment uncertainties and decisions. (4) They eliminate the risk of fluctuating income. (5) They insulate your resources against creditors. (6) They provide definite income tax benefits. (7) They remove your capital from the temptation of a risky investment or sponging relatives. (8) They provide peace of mind by eliminating investment worries, and providing a guaranteed income you cannot outlive.

Contrariwise possible drawbacks to annuity purchase are that (1) they provide no defense against inflation or declining purchasing power of the dollar. (2) They liquidate rather than preserve your estate. (3) They usually afford no cash or loan value. (4) They provide no possibility for increase in income or growth of principal. (5) They reduce the money you might otherwise leave to heirs.

The Kinds of Annuities

The oldest and best known contract is the single premium straight life annuity. It is a very simple contract. You lodge $1,000 or more with a life insurance company and it, in turn, agrees to pay you a definite and unchanging sum of money every year so long as you live. The older you are the higher will be the yield on a straight life annuity. Here's some idea of the income you might expect:

Male	Monthly Income Purchased by $1,000
At age 55	$4.80
60	$5.50
65	$6.55
70	$7.80
75	$9.80

Note: These rates are not offered as any guide to purchase. They are not actual rates but a composite of rates quoted by representative companies. A number of companies have recently issued new rate schedules. The income to women of the same age would be somewhat lower since women live longer than men.

In addition to straight annuities there are joint annuities providing income to two persons (usually man and wife) so long as either lives. Lots of people dislike the idea of an annuity which leaves nothing if they die. To accommodate such there are annuities that guarantee payments to the buyer, or if he dies, to his beneficiary for a guaranteed number of years. There are also refund annuities. These provide that any portion of the original lump sum deposit not distributed to you while you live will be paid, until expended, to the person you name either in annual income or in a lump sum of cash as you may direct. These refund annuities, however, pay a lower income than outright life annuities.

Many people like to plan their annuities ahead and for them deferred annuities have been designed. A deferred annuity will afford the same ultimate benefits as any of the contracts just described; you just start paying for it earlier. Instead of paying money and having the annuity income begin at once, you may pay either a lump sum, or by a series of payments over a term of years, and have the actual income begin some years later, say at 65. Actors, professional athletes, doctors, lawyers, dentists and other professional people and the self-employed, whose incomes depend on sustained personal health and vigor (and sometimes on popularity) are logical candidates for deferred annuities. They salt away money in their best earning years to assure an income when their earning power fades.

The outright annuity appeals particularly to the senior citizens and to spendthrifts and gamblers who need to pin down a life income while they're in funds. Further, many people will settle an annuity on a relative, friend or servant just to be sure the money is never frittered away.

We couldn't begin to cover annuities in a single piece. It is important to note, however, that with present interest rates, which have been in a long term rising curve since 1947, certain annuity contracts today provide more generous returns than in some years; and with some prospects for deflation (and fewer opportunities for capital gain) the advantages of annuities have become more interesting. And there's a new kind too, the variable annuity, which is supposed to protect better against inflation since the annual income, while not guaranteed, is based on the dividend flow from a portfolio of stocks. Perhaps we'll get to talk about "variables" in a later article. Meanwhile, remember that annuitants live longer!

Wm. Blair & Co. To Admit A. & F. Farwell

CHICAGO, Ill.—William Blair & Company, 135 South La Salle Street, members of the New York and Midwest Stock Exchanges, have announced that Albert D. Farwell and Francis C. Farwell II, will be admitted as partners, effective Jan. 1, 1961, subject to the approval of the two Exchanges. At the same time some of the Farwells' associates will become members of the staff of the Blair firm.

The Farwells are presently partners of the firm of Farwell, Chapman & Company.

The association of the Blair and Farwell names is a notable development in the history of these well known Chicago families. Both have been prominent in Chicago business, civic and philanthropic affairs since the city's early days. William McCormick Blair's grandfather founded William Blair & Company, a wholesale hardware firm, in 1842. John V. Farwell & Company, a wholesale dry goods company, was founded in 1865 by Albert D. Farwell's grandfather.

Form N. L. Nathanson Co.

N. L. Nathanson & Co., member of the American Stock Exchange, has been formed with offices at 92 Liberty Street, New York City, to engage in a securities business. Partners are N. L. Nathanson, Exchange member, and Seymour I. Woods. Mr. Nathanson was formerly active as an individual floor broker.

TAX-EXEMPT BOND MARKET

BY DONALD D. MACKEY

This week's largest issue was scheduled for sale on Monday, Oct. 10. The Commonwealth of Massachusetts asked for bids on $69,500,000 various purpose general obligation (1961-2009) bonds. Monday is rarely used as a day of sale by the large issuers of bonds. It is customary to sell voluminous issues on Tuesday, Wednesday or Thursday since dealers are better able to give such issues thorough attention without week-end influences and distractions.

Since a general weakness has characterized the bond market for several weeks, it was determined that the several groups that ordinarily bid for Commonwealth of Massachusetts bonds would amalgamate in order to make an appropriate and adequate bid for this particularly large block of bonds of assorted issues. This is a common procedure and was recently resorted to in the instance of $75,000,000 State of California serial bonds sold on Sept. 28. The secondary market has accumulated so great a volume of inventory that a sell out of the Massachusetts offering was essential lest the market become disastrously glutted. The California issue, so handled, was disposed of with little, if any, market dislocation.

Bid Rejected

The combined Massachusetts groups made a bid equivalent to a 3.64% interest cost. The Treasurer of the Commonwealth of Massachusetts rejected this single bid made by the combined accounts headed up by Chase Manhattan Bank, Bankers Trust Co., First National City Bank of New York, First National Bank of Chicago, Lehman Brothers, First Boston Corp., Halsey, Stuart & Co. and others. Additional members represented a nationwide selling group. Thus far the Massachusetts Treasurer has merely stated that he will re-ask for bids next month or the month after. It is assumed that he is hopeful of a better bid, perhaps after election.

Recent Awards of Minor Degree

Other less important issues had been awarded on Thursday, Oct. 6. $3,000,000 Greenville, Texas, water, sewer and electric revenue (1967-1990) bonds were awarded to the First Boston Corp. group which included J. C. Bradford & Co., Dallas Rupe & Son, Inc., Dittmar & Co., Goodbody & Co. and others. Priced to yield from 3.25% to 4.20%, investor reception was fairly good with a $1,200,000 current balance.

The only other sizable new issue awarded during the past week involved $6,920,000 Newark, New Jersey general obligation water (1961-1980) bonds. It was awarded on Oct. 11 to the group headed by Phelps, Fenn & Co., Drexel & Co., Hemphill, Noyes & Co., First of Michigan Corp., Ira Haupt & Co. and others. The bonds were scaled to yield from 1.85% to 3.70% and the investor reception is unofficially reported to be very good.

The offering of $55,000,000 Kentucky Turnpike bonds slated for early October has been deferred. Allen & Co. has advised the Kentucky Highway Department against the flotation because of unpropitious current market conditions.

Port of New York Authority's Transit Proposal

In what might appear as a defensive gesture, the Port of New York Authority, appearing before a committee of the New Jersey Senate generally investigating the Authority, in a broad proposal intimated its interest in purchasing and operating the Hudson and Manhattan Railway under certain rigidly expressed prescriptions involving elaborate interconnection with most of the New Jersey railroads to the end that all of the traffic might be dovetailed through the tubes.

The Port's perhaps reluctant proposal has been a long time coming. Its primary functions have been extremely well done through the years. It has had dynamic leadership while carrying on a seemingly prosaic overall task. This inspired performance in steady developments has been made possible by rigid adherence to sound finances. The Port has maintained excellent credit while issuing well in excess of half a billion dollars of bonds at rates comparing well with most of our large cities and states.

The mere general proposal by the Port, in no substantial detail, appears at wide variance with the numerous grandiose schemes that frequently make the headlines. However, it has met with high praise from most of the metropolitan press and by many directly interested New York and New Jersey, state, municipal and railroad officials.

During the past several years the financial difficulties of the so-called commuter railroads have caused many suburban groups to resent and actively oppose the frequent fare increases periodically sought.

An Expensive Solution

Despite the justification for these increases, the organized commuter groups quite naturally took their plaints into the political sphere where the general problem has been inflated and magnified beyond reasonable belief. There has been generated a "commuter transportation problem" which has directed focus from the real problem, which is a "railroad financial problem." The railroads have the facilities and the know how. What they need is governmental cooperation in solving financial difficulties largely not of their own doing.

To bring in the Port Authority for the purpose of financing and operating a very expensive tube and subway hook-up may presuppose great things for New York and the tubes, but it's a very expensive way around for New Jersey whose commuters must ultimately pay most of the bill. Even the New Jersey railroads must view developments with at least passive assent since they have long despaired of obtaining relief from a long period of onerous taxation, and a more devious plan will at least relieve them temporarily of costly charges and place these charges more squarely on the commuter. However, throwing metropolitan transportation into the laps of a tax-exempt authority may be a very expensive way to accomplish very little.

Is This Progress?

In these days of tensions and pressures there is also an important human side to the transportation picture. Most Jersey commuters enjoy the ferry boat each morning and night as a respite apart from a day's hard work. Many would not live in suburbia were traveling less comfortable and agreeable. Most of these daily travelers would now welcome the opportunity to pay for these ferry services were they able to choose between daily ferry and a daily tube trip via Newark transfer and its attendant rush hour standing. At times it seems incredible that our planners would envision spending $100,000,000 or more, to the end that all commuters be herded through the tubes between 7 and 9 a.m. and 5 and 6 p.m. Can this be progress?

Experts might tell us that the tubes cannot adequately contain the total commuter population in any kind of human dignity during the rush hours. The area surrounding the tube terminal would seem inadequate for total commuter congregation. The need exists for comfortable, human transportation; not mass transportation and we submit that herding commuters into this limited tube area represents retrogression rather than progress.

Political — Not a Commuter Problem

We hope that the planners before activating this costly mass system will again reflect on the ample existing facilities and consider that diplomacy, cooperation, ingenuity, and hard thinking might result in rejuvenating our railroad operations at much less cost than is planned. Since the daily worker must inevitably pay the cost of whatever emerges, it seems well to unselfishly and entirely explore the less dynamic approach. It seems reasonable to start by making the ferry system such as it is, self-sustaining. This should not be difficult since the proposed tube ride would also have to be supported. This could also, through some tax adjustment (and such an adjustment would obtain if the Port took over) keep the railroads operating at the rail heads for any sort of an emergency.

We repeat that there is no real commuter problem. There is rather a political problem involving the railroads, that requires strong political leadership.

Yield Index Higher

The *Commercial and Financial Chronicle's* state and municipal bond yield index has shown a further average decline during the past week. On Oct. 12 the average yield was 3.338%; a week ago it was 3.30%. In dollars this represents an average decline of slightly more than one-quarter of a point. The consistently stable turnpike revenue issues have shown little change according to the *Smith, Barney & Company* turnpike index. On Oct. 6, the last reporting date, the average yield stood at 3.85%. On Sept. 29, the average yield was 3.82%. This represents an average decline of about ⅜s of a point.

The calendar is now lighter than it has been for several months. The largest issue scheduled is $46,000,000 Dade County, Florida serial general obligation bonds set for sale on Oct. 18. At present there appear to be no important negotiated type underwritings ready for market.

MARKET ON REPRESENTATIVE SERIAL ISSUES

	Rate	Maturity	Bid	Asked
California (State)	3½%	1978-1980	3.75%	3.65%
Connecticut (State)	3¾%	1980-1982	3.35%	3.25%
New Jersey Highway Auth., Gtd.	3%	1978-1980	3.35%	3.20%
New York (State)	3%	1978-1979	3.15%	3.05%
Pennsylvania (State)	3⅜%	1974-1975	3.00%	2.90%
Vermont (State)	3⅛%	1978-1979	3.15%	3.05%
New Housing Auth. (N. Y., N. Y.)	3½%	1977-1980	3.30%	3.20%
Los Angeles, Calif.	3¾%	1978-1980	3.80%	3.65%
Baltimore, Md.	3¼%	1980	3.40%	3.30%
Cincinnati, Ohio	3½%	1980	3.30%	3.20%
New Orleans, La.	3¼%	1979	3.70%	3.60%
Chicago, Ill.	3¼%	1977	3.85%	3.70%
New York City, N. Y.	3%	1980	3.75%	3.65%

Oct. 12, 1960 Index=3.338%

Larger Issues Scheduled For Sale

In the following tabulations we list the bond issues of $1,000,000 or more for which specific sale dates have been set.

Information, where available, includes name of borrower, amount of issue, maturity scale, and hour at which bids will be opened.

Oct. 13 (Thursday)

Frankfort, Indiana	2,500,000	1964-1981	1:00 p.m.
Greece, New York	2,094,000	1961-1987	2:00 p.m.
Walla Walla County School Dist. No. 140, Washington	1,700,000	1962-1980	10:00 a.m.
Wayne County, Michigan	2,500,000	1963-1984	11:00 a.m.

Oct. 17 (Monday)

Atlanta, Georgia	1,400,000	1961-1980	Noon
Brown County, Wisconsin	1,500,000	1961-1980	2:00 p.m.
Dallas, Texas	4,000,000	1961-1980	1:45 p.m.
Fort Stockton Ind. Sch. Dist., Texas	1,050,000	1962-1975	8.00 p.m.
Franklin Twp. Sch. Dist. N. J.	2,250,000	1961-1985	8:00 p.m.
Jamestown, North Dakota	1,000,000	1963-1981	8:00 p.m.

Oct. 18 (Tuesday)

California Toll Bridge Auth., Cal.	7,000,000	2000	11:00 a.m.
Chicago, Illinois	15,000,000	1962-1980	10:00 a.m.
Clark County, Nevada	2,000,000	--------	--------
Dade County, Florida	46,000,000	1961-1990	11:00 a.m.
Du Page County Forest Preserve District, Illinois	1,000,000	1961-1970	10:00 a.m.
Fullerton School District, Calif.	1,800,000	1961-1980	11:00 a.m.
Glendale Unified Sch. Dist., Calif.	3,000,000	1961-1980	9:00 a.m.
Greensboro, North Carolina	2,860,000	1962-1982	11:00 a.m.
Hoosick, Pittstown, etc., Central School District No. 1, N. Y.	2,440,000	1961-1989	2:00 p.m.
Los Angeles Co. Flood Control District, California	10,000,000	1962-1989	9:00 a.m.
Marion County, Florida	2,200,000	1962-1985	9:30 a.m.
Orangetown Union Free School District No. 8, New York	2,577,000	1961-1990	3:30 p.m.
Utica, New York	1,500,000	1961-1975	Noon

Oct. 19 (Wednesday)

Brookhaven Union Free Sch. Dist. No. 3, New York	1,200,000	1961-1990	1:00 p.m.
Chambersburg, Pennsylvania	1,100,000	1962-1989	7:30 p.m.
Fridley, Minnesota	1,603,000	1963-1982	--------
Lowell, Massac usetts	5,494,000	1961-1979	11:00 a.m.
Norwalk, Connecticut	3,100,000	1961-1980	Noon
Pennsylvania State Public School Building Authority, Pa.	21,300,000	1961-2000	Noon
San Jose, California	4,250,000	1961-1980	11:00 a.m.
Vestal, New York	1,895,000	1961-1985	1:30 p.m.

Oct. 20 (Thursday)

Bath, Cameron, etc., Central Sch. District No. 2, New York	1,255,000	1961-1990	2:00 p.m.
New Orleans, Louisiana	9,600,000	1962-1985	10:00 a.m.

Oct. 21 (Friday)

Central Washington College, Wash.	1,446,000	--------	8:00 p.m.

Oct. 24 (Monday)

Garfield Heights City Sch. Dist., Ohio	1,000,000	1962-1981	1:00 p.m.

Oct. 25 (Tuesday)

Anaheim Union High School Dist., California	2,350,000	1961-1980	11:00 a.m.
Torrance Unified Sch. Dist., Calif.	2,000,000	1961-1980	9:00 a.m.
Vineland, New Jersey	4,200,000	1961-1980	Noon

Oct. 26 (Wednesday)

Ashland School District, Ohio	3,450,000	1961-1982	Noon
Clark Township, New Jersey	1,035,000	1962-1970	8:00 p.m.
Rochester Special School District No. 4, Minnesota	2,500,000	--------	--------

Nov. 1 (Tuesday)

Bloomington, Minnesota	3,000,000	--------	--------
Cook County, Illinois	25,000,000	1961-1975	11:00 a.m.
Northern Burlington County Regional School District, N. J.	1,210,000	1961-1981	8:00 p.m.

Nov. 2 (Wednesday)

Youngstown City Sch. Dist., Ohio	1,960,000	1962-1980	1:00 p.m.

Nov. 3 (Thursday)

Trenton, New Jersey	10,875,000	--------	11.00 a.m.

Nov. 9 (Wednesday)

Mississippi	12,000,000	1961-1980	10:00 a.m.

Nov. 10 (Thursday)

Hampton, Virginia	2,000,000	1961-1980	Noon

Nov. 15 (Tuesday)

Los Angeles City Harbor District, California	12,000,000	--------	--------
*New York State Housing Finance Agency, New York	100,000,000	--------	--------

*Negotiated sale to be underwritten by a syndicate managed by Phelps, Fenn & Co., and including, among others, Lehman Bros., Smith, Barney & Co., Inc., and W. H. Morton & Co., Inc.

Tennessee Valley Authority, Tenn.	50,000,000	--------	--------

Dec. 7 (Wednesday)

Fairfax County, Virginia	8,500,000	1962-1988	--------

Dec. 13 (Tuesday)

Los Angeles County Hospital Dist. California	7,000,000	--------	--------

Pressures in Favor of Inflation in Britain

By Paul Einzig

Dr. Einzig's rejoinder to his countrymen who favor an inflationary domestic policy at this time also provides a concise report on the state of the British economy. Commenting on the price reductions that have transpired to date, Dr. Einzig says they have not been deep enough to create a demand to absorb the surpluses. Drastic price cuts made possible by technological improvements would do the trick, he adds, if gains from such lower costs went into lower consumer prices instead of into higher wages.

LONDON, Eng.—There has been in recent weeks a noteworthy revival of the agitation in favor of reverting to an inflationary economic policy. The Government is under pressure, not only on the part of the trade unions but also on the part of employers, to relax forthwith the disinflationary measures adopted earlier in the year. The Prime Minister and other Ministers concerned are bombarded with letters and memoranda, and requests to receive deputations stating the case for terminating the credit squeeze, instalment credit restrictions and high Bank Rate.

What They Fail to Realize

The explanation of this revival of inflationism lies partly in the increase in the gold reserve. It is argued that if Britain is able to attract gold even during the season which is usually adverse for sterling, it is an indication that sterling need no longer be defended by drastic disinflationary measures. Those who argue in this sense base their conclusions on a one-sided appreciation of the situation. They fail to realize that the influx of gold is purely artificial and that it is more than offset by the increase in Britain's external liabilities. In addition to the short-term capital attracted to London by the high Bank Rate there has been much buying from overseas of British industrial equities. A large proportion of these transactions represent long-term investment in a technical sense only for the securities are liable to be realized and their proceeds repatriated at any moment.

The attitude of those favoring soft money policy because of the gold influx is equivalent to demanding that this country should spend without delay the amounts borrowed from abroad with the aid of high Bank Rate. The absurdity of this line is obvious. The moment the credit squeeze is relaxed a large part of the funds sent to this country to benefit by the 6% Bank Rate would be repatriated. This would mean that the increased spending resulting from soft money policy would be accompanied by the outflow of the gold, the inflow of which was used as an argument in favor of soft money.

Another reason for the revival of inflationism lies in the gloomy view taken about business prospects in the United States. It is argued that, since the United States is heading for a depression, Britain should isolate itself from that trend by pursuing a distinctly expansionary policy, before its economy is caught in the vicious spiral of deflation. The gloomier the forecasts that are dispatched from the other side of the Atlantic the stronger is the agitation on this side in favor of removing disinflationary measures.

Finally, unfavorable developments in certain industries reinforce the agitation against credit restrictions. The automobile industry in particular is very vocal in demanding the termination of the credit squeeze. Those who argue in this sense fail to realize that the setback in the automobile industry is world-wide, and that the long overdue development of compact models of automobiles in the United States is bound to affect the British firms which have greatly benefited in recent years by the absence of such American models. From that point of view the removal of the credit squeeze makes no difference. Even if the Bank Rate were halved and the firms concerned were offered unlimited credit facilities it would not affect their relative postion in face of this revival of American competition.

In the industries producing consumer durable goods there is in many lines a certain degree of over-production. Even though profit margins have contracted, the resulting price reductions were not sufficient to create a demand to absorb the surpluses. It is no wonder the firms and trade unions concerned are hankering back for the good old days of non-stop inflation, when owing to the rapid expansion of consumer demand it was possible to sell almost anything that is produced. Until comparatively recently there was no need for producers to exercise their judgment. All they needed was to step up the output of anything they happened to produce and they could reasonably expect that their goods would be absorbed. It would, of course, be easier for employer and employee alike if such conditions were to be restored. But they would mean non-stop inflation—creeping inflation to begin with and runaway inflation later.

A Better Way

A better way for disposing of the surpluses would be by means of really drastic price cuts that are made possisble by technological improvements and by mass-production. This solution is prevented, however, by the insatiable greed of trade unions. The consumer is prevented from increasing his purchases as a result of lower prices because organized labor is determined to secure for itself any benefits derived from lower costs.

Industrial firms have tried hard to cut prices by reducing their profit margin, but their example was not followed by their employees.

In this respect recent history repeated itself. During the late forties and early fifties an attempt was made to check inflation by means of wage restraint and dividend restraint. In reality, while there was a great deal of dividend restraint there was virtually no wage restraint and inflation proceeded unhampered. At present the reduction of profit margins fails to inspire employees to accept some sacrifice even in the negative sense of abstaining from demanding higher wages in industries suffering from over-production.

Named Directors

Leslie M. Cassidy, former Chairman of the Board and President of Johns-Manville Corp. and Joseph H. King, partner in Eastman Dillon, Union Securities & Co., have been named to the board of directors of Olin Oil & Gas Corporation, it was announced by John W. Hanes, Chairman of the Board, and Harold F. Moses, Pres.

Forms Central Planning

BROOKLYN, N. Y.—Irving Birnbaum is conducting a securities business from offices at 5224 Glenwood Road (c/o Hyman A. Friedman) under the firm name of Central Planning Co.

With J. Barth Co.

(Special to THE FINANCIAL CHRONICLE)

LOS ANGELES, Calif. — George H. Ott has become associated with J. Barth & Co., 3323 Wilshire Boulevard. He was formerly with Woolrych, Currier & Carlsen, Inc.

Laird, Bissell Opens New Philadelphia Branch

PHILADELPHIA, Pa. — Laird, Bissell & Meeds, members of the New York Stock Exchange and other leading stock and commodity exchanges, announce the opening of a branch office in Philadelphia's new $100,000,000 Food Distribution Center in South Philadelphia.

The new offices will be under the management of Sidney R. Shermann in association with Jack Shusterman.

Mr. Shermann has been active in the investment securities business for the past 30 years. Prior to joining Laird, Bissell & Meeds 18 months ago, he had been associated with Bache & Co. for ten years.

Mr. Shusterman, before joining Laird, Bissell & Meeds, was also associated with the Philadelphia office of Bache & Co. for five years.

Form Advanced Underwriters, Inc.

LITTLE ROCK, Ark. — Advanced Underwriters, Inc. has been formed with offices in the Rector Building to engage in a securities business. Officers are Delbert C. Standridge, President; Glenn E. Moody and Steve A. Williams, Vice-President; and Bennie W. Horton, Secretary-Treasurer.

DEALER-BROKER INVESTMENT LITERATURE AND RECOMMENDATIONS

IT IS UNDERSTOOD THAT THE FIRMS MENTIONED WILL BE PLEASED TO SEND INTERESTED PARTIES THE FOLLOWING LITERATURE:

Bank Stock Notes — Circular on leading New York City Banks—Laird, Bissell & Meeds, 120 Broadway, New York 5, N. Y.

Canada's Natural Gas—Analysis—Draper Dobie & Company Ltd., 25 Adelaide Street, West, Toronto, Ont., Canada.

Cigar Industry—Review with particular reference to **General Cigar** and **Consolidated Cigar**—Bache & Co., 36 Wall Street, New York 5, N. Y.

Current Market Conditions and Prudent Investment Procedures — Discussion — Hemphill, Noyes & Co., 15 Broad Street, New York 5, N. Y.

Defense Issues—Discussion—With particular reference to **Microwave Associates**—Stearns & Co., 72 Wall Street, New York 5, N. Y. Also in the same circular are brief data on **Dunn Engineering, Richard Brew,** and **Lancer Industries**

Federal and State Stock Original Issue and Transfer Tax Rates—Current Rates — Registrar and Transfer Company, 50 Church Street, New York 7, N. Y.

Japanese Market — Review — Yamaichi Securities Co. of New York, Inc., 111 Broadway, New York 6, N. Y. Also available are analyses of **Furukawa Electric Co., Ltd.** and **Daihatsu Kogyo, Co., Ltd.**

Japanese Market—Review—Nikko Securities Co., Ltd., 25 Broad St., New York 4, N. Y. Also available is an analysis of **Yawata Iron & Steel Co., Ltd.**

Japanese Stock Market — Survey —Nomura Securities Co., Ltd., 61 Broadway, New York 6, N. Y. Also available is a discussion of the new administrative amendment to the foreign investment law of Japan and analyses of Sony, Mitsui Bussan, Fuji Electric Manufacturing, Nippon Steel Tube, Isuzu Motor, Toyo Rayon, Toyota Motor, Mitsui Chemical Industry, and Kirin Breweries.

Long Term Stocks—Suggested issues in current issue of "Market Review"—Harris, Upham & Co., 120 Broadway, New York 5, N. Y.

Machine Tools — Memorandum — Filor, Bullard & Smyth, 26 Broadway, New York 4, N. Y.

Oil Companies — Comparative figures on leading companies—Courts & Co., 11 Marietta Street, N. W., Atlanta 1, Ga.

Over-the-Counter Index — Folder showing an up-to-date comparison between the listed industrial stocks used in the Dow-Jones Averages and the 35 over-the-counter industrial stocks used in the National Quotation Bureau Averages, both as to yield and market performance over a 20-year period — National Quotation Bureau, Inc., 46 Front Street, New York 4, N. Y.

Packaged Foods — Review — Dean Witter & Co., 45 Montgomery St., San Francisco 6, Calif.

Steel — Analysis — Purcell & Co., 50 Broadway, New York 4, N. Y. Also available is a brief review of **Bridgeport Brass.**

Steels—Review—Laird, Bissell & Meeds, 120 Broadway, New York 5, N. Y.

Tailored Clothing Market — Review — Henry Bache Associates, Inc., 245 Fifth Ave., New York 6, N. Y.

Visual Aids to Learning—Discussion in the October issue of "American Investor" — American Investor, American Stock Exchange Building, 86 Trinity Place, New York 6, N. Y.—$1.00 per year; 15 cents per copy. Also in the same issue are articles on **Alsco, Inc., Resistoflex Corporation, Atco Chemical Industrial Products Inc.** and **Vanderbilt Tire & Rubber Co.**

* * *

Amerada Petroleum—Appraisal — Halle & Stieglitz, 52 Wall Street, New York 5, N. Y.

American Steel Foundries—Analysis—Reynolds & Co., 120 Broadway, New York 5, N. Y.

American Sterilizer — Memorandum—Blair & Company Incorporated, 20 Broad Street, New York 5, N. Y.

American Sterilizer Company —Analysis—Glore, Forgan & Co., 45 Wall Street, New York 5, N. Y.

American Stores — Memorandum —F. P. Ristine & Co., 15 Broad St., New York 5, N. Y.

AMP Incorporated — Analysis — Gruntal & Co., 50 Broadway, New York 4, N. Y.

Anheuser Busch—Survey—Abraham & Co., 120 Broadway, New York 5, N. Y. Also available are surveys of **United Carbon** and **Winn-Dixie Stores.**

Bobbie Brooks Incorporated—Analysis — Woodcock, Moyer, Fricke & French, Incorporated, 123 South Broad Street, Philadelphia 9, Pa.

Brunswick Corporation—Report—J. R. Williston & Beane, 2 Broadway, New York 4, N.Y.

Brunswick Corp.—Bulletin—L. F. Rothschild & Co., 120 Broadway, New York 5, N. Y.

California Liquid Gas Corporation —Analysis — Stern, Frank, Meyer & Fox, Union Bank Building, Los Angeles 14, Calif.

Carolina Pacific Plywood, Inc.—Analysis—Banner Securities, Inc., 26 Broadway, New York 4, N. Y.

Cities Service — Memorandum—Joseph D. Goodman & Co., 1526 Chestnut Street, Philadelphia 2, Pa. Also available are memoranda on **Goodrich, Great Atlantic & Pacific,** and **Pacific Finance.**

Colorado Insurance Service Company — Study — Copley & Company, 409 North Nevada, Colorado Springs, Colo.

Columbia Technical Corp.—Analysis — V. S. Wickett & Company, Inc., 99 Wall Street, New York 5, New York.

Commonwealth Financial Corporation—Report—Charles A. Taggart & Co., Incorporated, 1516 Locust Street, Philadelphia 2, Pa.

Consolidated Cigar Corp.—Report —A. M. Kidder & Co., Inc., 1 Wall Street, New York 5, N. Y. Also available is a report on **Tung-Sol Electric Inc.**

Continental Baking Co.—Review—Fahnestock & Co., 65 Broadway, New York 6, N. Y. Also available is a review of **P. R. Mallory & Co.**

Diners Club — Data — Cooley & Company, 100 Pearl Street, Hartford 4, Conn. Also available are data on **Adams Millis.**

Diocese of Buffalo, N. Y. Direct Obligation Serial Notes—Bulletin —B. C. Ziegler and Company, Security Building, West Bend, Wis.

Dunn Engineering Associates—Analysis—Marron, Sloss & Company, Inc., 63 Wall Street, New York 5, N. Y.

Elion Instruments Inc. — Memorandum—Spear, Leeds & Kellogg, 111 Broadway, New York 6, N. Y.

First Charter Financial Corporation — Review in current "ABC Investment Letter"—Amott, Baker & Co. Incorporated, 150 Broadway, New York 38, N. Y. Also in the same issue are reviews of **Equitable Gas Company, Bemis Bros. Bag Company, State Loan & Finance Corporation** and some brief reviews of previous recommendations.

Garrett Corporation — Report—Droulia & Co., 25 Broad Street, New York 4, N. Y.

Giannini Controls — Bulletin —Auchincloss, Parker & Redpath, 2 Broadway, New York 4, N. Y.

Gillette Company — Analysis—Paine, Webber, Jackson & Curtis, 25 Broad Street, New York 4, N. Y. Also available are data on **Celotex, Anheuser Busch, Central Illinois Public Service, Firstamerica Corp., Food Fair Stores, Inc.** and **Traux-Traer.**

H. J. Heinz Company—Analysis—Dreyfus & Co., 2 Broadway, New York 4, N. Y. Also available is a report on **Beech Nut Life Saver.**

Holly Sugar Corporation—Review —Auchincloss, Parker & Redpath, 2 Broadway, New York 4, N. Y. Also available is a review of **Southern Pacific Company** and memoranda on **U. S. Steel** and **United Aircraft.**

Homestake Mining Company—Review—Freehling, Meyerhoff & Co., 120 South La Salle Street, Chicago 3, Ill. Also available is a booklet listing New York Stock Exchange common stocks which have paid a cash dividend each year for 25 years or more.

Horne's Enterprises, Inc.—Review —Johnson, Lane, Space and Co. Incorporated, Florida Title Building, Jacksonville 2, Fla. Also in the same bulletin are reviews of **Houston Corporation, Merry Brothers Brick & Tile Company,** and **Pearce-Uible Company.**

Howe Sound — Review — "Colby Letter," c/o Gerald S. Colby, 31 Milk Street, Boston 9, Mass. Also in the same issue are discussions of **Martin Co.** and **Niagara Mohawk Power.**

Industrial Opportunities in Treasure Chest Land—Booklet describing resources of the Utah-Idaho-Colorado-Wyoming area — Utah Power & Light Co., Box 899, Dept. K, Salt Lake City 10, Utah.

Leesona Corporation — Reprint of talk by Robert Deeson, President, before the New York Society of Security Analysts — Gartley & Associates, Inc., 84 William Street, New York 38, N. Y.

Lieco, Inc.—Report—J. A. Winston & Co., Inc., 11 Broadway, New York 4, N. Y.

P. Lorillard Company—Analysis—Eisele & King, Libaire, Stout & Co., 50 Broadway, New York 4, N. Y.

Metro Goldwyn Mayer—Analysis —Bregman, Cummings & Co. 74 Trinity Place, New York 6. N. Y.

Midwest Technical Development Corporation — Analysis — Piper, Jaffray & Hopwood, 115 South Seventh Street, Minneapolis 2, Minn.

Morrell & Co. — Memorandum—Bruns, Nordeman & Co., 115 Broadway, New York 6, N. Y.

New York, Chicago & St. Louis—Highlights—H. Hentz & Co., 72 Wall Street, New York 5, N. Y. Also available in the same report are data on **Southern Pacific** and **Delaware & Hudson.**

Obear Nester Glass — Memorandum—Edward D. Jones & Co., 300 North Fourth Street, St. Louis 2, Mo.

Oliver Corp. — Data — Oppenheimer, Neu & Co., 120 Broadway, New York 5, N. Y. Also available are data on **McGraw Edison Co.**

Orange & Rockland Utilities—Memorandum—Laidlaw & Co., 25 Broad Street, New York 4, N. Y. Also available are memoranda on **Long Island Lighting** and **Central Hudson Gas & Electric.**

Pacific Industries — Memorandum —E. F. Hutton & Company, 160 Montgomery Street, San Francisco 4, Calif.

Phillips Petroleum—Report—W. E. Hutton & Co., 14 Wall Street, New York 5, N. Y.

Phillips Petroleum — Analysis—Robinson & Co., Inc., 15th and Chestnut Streets, Philadelphia 2, Pa.

J. C. Robinson Co.—Progress Report — Morrison & Frumin, Inc., Penobscot Building, Detroit 26, Mich.

Spartans Industries — Review—L. F. Rothschild & Co., 120 Broadway, New York 5, N. Y.

Spartans Industries — Analysis—Herbert E. Stern & Co., 52 Wall Street, New York 5, N. Y.

Standard Oil of New Jersey—Report—Schirmer, Atherton & Co., 50 Congress Street, Boston 9, Mass. Also available are brief reports on **Central Maine Power Co., Deere & Company** and **Craig Systems.**

State Loan & Finance Corp.—Memorandum—A. G. Edwards & Sons, 409 North Eight Street, St. Louis 1, Mo.

Stepan Chemical Co.—Memorandum — Dean Witter & Co., 45 Montgomery Street, San Francisco 6, Calif.

Swimming Pool Development Co. —Memorandum—Marron, Sloss & Co., Inc., 63 Wall Street, New York 5, N. Y.

TXL Oil — Memorandum — Pershing & Co., 120 Broadway, New York 5, N. Y.

Travelodge Corporation—Analysis —Dempsey-Tegeler & Co., 210 West Seventh Street, Los Angeles 14, Calif.

Tropical Gas Co.—Memorandum—Oscar E. Dooly & Co., Ingraham Building, Miami 32, Fla.

Twentieth Century Fox—Discussion—Shields & Company, 44 Wall Street, New York 5, N. Y. Also in the same circular is a discussion of **Personal Loan Companies.**

United Aircraft Corporation—Bulletin—John H. Lewis & Co., 63 Wall Street, New York 5, N. Y.

United Artists Corporation — Report—Shearson, Hammill & Co., 14 Wall Street, New York 5, N. Y. Also available are reports on **Phillips, Petroleum, Philip Morris, Inc.,** and **Building Material Stocks.**

United Lutheran Program for the Aging — Bulletin — B. C. Ziegler and Company, Security Building, West Bend, Wis.

U. S. Magnet & Alloy Corporation —Analysis—Robert Edelstein Co., Inc., 15 William Street, New York 5, N. Y.

Universal Match—Report—Thomson & McKinnon, 2 Broadway, New York 4, N. Y.

Victoreen Instrument Company—Analysis—Gude, Winmill & Co., 1 Wall Street, New York 5, N. Y.

Wayne Manufacturing Company—Analysis—Hill Richards & Co. 621 South Spring Street, Los Angeles 14, Calif.

Whitin Machine Works — Memorandum—Irving Weis & Co., 141 West Jackson Boulveard Chicago 4, Ill.

R. W. Cooper Opens

PALOS VERDES ESTATES, Calif. —Robert W. Cooper is engaging in a securities business from offices at 2417 Via Sonoma under the firm name of R. W. Cooper Company.

A Changing World Requires New Marketing Concepts

By Charles S. Roberts,* *Manager, Marketing Services, Ebasco Services Incorporated*

Industry must break from its traditional treatment of marketing or selling or find that the economic problem of consumption not keeping up with the growth of productive capacity is not a temporary phenomenon. In issuing this warning, and in urging the integration of the complete management marketing concept into all phases of corporate activities, Mr. Roberts is not unmindful of what the future has in store for the utility industry. He refers to important competitive substitutes likely to challenge the utilities' future markets; lays down a program for them to follow which stresses knowledge of markets; and envisions marketing orienting sales and financial management, engineering and research and development toward products with a predetermined favorable market opportunity.

In 1959, just a year ago, a new inspirational phrase was heard throughout our land—The Soaring Sixties. The recession of 1958, and the protracted steel strike of 1959, was a disappointing finish for the decade of the '50's. But the decade of the '60's—ah, that will be another thing! Just view the controversy that goes on today. "As election fever mounts, everybody running for office stands four-square against Sin, Payola—and Economic Stagnation. Just as surely, from now to November the air will be rent with oratory extolling Virtue, Motherhood — Economic Growth. Nobody is anti-growth. The controversy is not whether we will have growth but about the question 'How much'?"[1]

Charles Roberts

Here are some forecasts made by *Fortune* magazine for the decade of the sixties.

Any long-range forecasts of market growth must take into consideration population. The growth of population has always been interpreted as a bullish factor. *Fortune's* estimate, surrounded by a host of qualifying clauses, sets the 1970 United States population at 208,000,000 persons.

Fortune's estimate of American economic growth as measured by Gross National Product is a comfortable middle-of-the-road estimate of an annual average rate of growth of about 4% in the 1960's. Under a Republican administration during the past eight years, growth has been at an average annual rate of 3%. The Democrats insist it will have to be 5% if we are to keep up with Soviet growth.

A difference of only two percentage points can make an enormous gap in Gross National Product targets over the long pull. A 5% growth rate is calculated to yield a projected real Gross National Product in 1975 of about $1,100 billion, whereas a 3% growth rate would yield only about a $700 billion Gross National Product in 1975.

Fortune estimates "investment" and defense expenditures together should rise from $177 billion in 1957 to $195 billion in 1960 to $260 billion in 1965 and $315 billion in 1970 (inflation would raise all the figures).

It also estimates an immense increase in consumption outlays. Total consumption should increase from $275 billion in 1957 to about $355 billion in 1965 and $436 billion in 1970.

Will Marketing Keep Pace?

I certainly have no quarrel with these forecasts. They are based on hypotheses acceptable to the magazine, and represent its best thinking as to what lies ahead. We must recognize, however, that in addition to numerical forecasts and trend analyses of such matters as capital formation, population and output per man-hour which have gone into these statistical growth calculations, there is an underlying and basic assumption to which no numerical value is assigned.

This assumption is that our marketing ability will keep pace with our growth opportunities.

The first nine months of 1960 do not offer assurance that this assumption is valid. The current concern regarding the possibility of a recession in 1961 is even less reassuring. If industry fails to recognize the need for improving our marketing competence to keep pace with our growth opportunities "The Soaring Sixties" may go down in history as "The Sagging Sixties."

There is no need to review our economic history in painstaking detail in order to recognize that our problem is no longer one of production but one of consumption. It became obvious in World War II that we could meet the war material needs of ourselves and that of our allies—and still increase the standard of living of our people. We were able to afford both guns and butter. We have continued to expand production and raise our standard of living through one crisis after another — Korea, Quemoy, Suez, and into the age of missile rattling.

Thus, as we stand here today and peer into the future, the major problem confronting industry is the expansion of consumption to keep pace with the growth in productive capacity. It is not enough to satisfy present wants; industry must stimulate and "create" new wants. Only by continuing and expanding consumption can we realize the growth projected for the decade of the '60's. The sole end and purpose of production is consumption, and marketing is the handmaiden of consumption.

The general problem confronting American Industry is deceptively simple. The effectiveness of marketing has not kept pace with our increase in productive capacity. To repeat, the extent to which we improve our marketing effectiveness will determine whether the decade of the '60's will go down in history as "Soaring" or "Sagging."

Marketing Management Concept

Before you begin to conclude that I am a prophet of doom, I will hasten to add that I believe that American Industry will rise to meet the marketing challenge which faces it. In my judgment, American Industry will meet the challenge by increasing acceptance and implementation of the Marketing Management Concept as a fundamental philosophy of business operation.

The thinking embodied in the Marketing Management Concept is not particularly new nor revolutionary. What is new is that more and more companies are examining their traditional sales thinking with jaundiced eyes and finding their ideas outmoded and obsolete.

The Marketing Management Concept implies that top management thinking is market oriented. Marketing considerations have a direct influence on the performance of other major functions of the company, such as manufacturing, engineering, research and development, and financial. Instead of the traditional functional fragmentation of corporate activities, the Marketing Management Concept is a unifying concept with all the functions of the company oriented and guided by the market and its requirements.

There is no universal agreement, as yet, as to what the Marketing Concept includes. One good definition is that of the General Electric Company, a leader in the implementation of this concept. G.E. defined the Marketing Concept as the introduction of ". . . the marketing man at the beginning rather than at the end of the productive cycle and (the integration of) marketing into each phase of the business. Thus marketing, through its studies and research, will establish for the engineer, the designer, and the manufacturing man what the customer wants in a given product; what price he is willing to pay; and where and when it will be wanted. Marketing would have authority in product planning, production, scheduling, and inventory control, as well as in the sales, distribution and servicing of the product."[2]

A Far Cry From Traditional View of Selling

Although controversy may continue for some time about what, exactly, is a good definition of the Marketing Management Concept, there is little doubt that the importance of marketing considerations as they affect other functions of the company is becoming more and more appreciated in the business philosophy of a growing number of companies.

As we can see in the G. E. definition, the customer is King in determining what, how, where, when, and for how much, a company will sell its products and services. This is a far cry from the traditional view of selling that the function of the sales department is to persuade individual customers to buy whatever product the company produces, or wants to produce.

The customer-oriented philosophy of the Marketing Management Concept importantly influences the actions of all corporate functions. Engineering has to employ all its ingenuity to design products, not only to meet engineering requirements, but also to be acceptable to the customer in regard to appearance, size, complexity, service, and final cost. Manufacturing must schedule, produce, and maintain inventory consistent with forecasts of customer demand. Research and Development must orient its activities toward products with a predetermined favorable market opportunity rather than toward products that are "interesting" but whose market acceptance is undetermined. Financial Management must consider the financial requirements of the company in the light of sales forecasts, investments in plant, work in process, and inventory levels, as they are determined by market requirements. And Sales Management, of course, must gear its activities, selling, merchandising, advertising, servicing, etc., to the demands of the market.

Market Knowledge

A prime requisite of the Marketing Management Concept is knowledge of markets. We must know the answers to broad questions — How big is the market? What are the growth potentials? What are the characteristics of the market? What are the characteristics of the competition? We must know the answers to questions of detail — What are the functional and physical specifications required of the product? What are the price considerations? How should the product be marketed? What are the service requirements? What other products will our product compete with? Without such knowledge the Marketing Management Concept is just a string of words. It can't work and may do more harm than good.

Thus, the success of the Marketing Management Concept is significantly dependent on the findings of soundly conceived and well performed marketing studies and marketing research findings. You may recall in G.E.'s definition of the Marketing Concept, it was stated that ". . . Thus marketing, through its studies and research, will establish for the engineer, the designer, and the manufacturing man what the customer wants in a given prod-

Continued on page 20

1 "The Great Growth Debate." Dun's Review, Vol. 76, No. 1, July, 1960, p. 34.

2 The General Electric Company. Annual Report 1952.

Reflections and Advice Of a Portfolio Manager

By Ralph F. Leach,* *Vice-President and Treasurer of Morgan Guaranty Trust Company of New York*

Speaking for himself and not for his bank, Mr. Leach suggests guidelines for portfolio management, warns of problems presented by pledged securities and shift in earning assets, and strongly defends the Federal Reserve Bank's "bills preferably" policy. The banker answers the opponents of the free government securities market and contends that no individual or group could have done as well last year, for example, when the interaction of the sophisticated market and bank reserve control achieved a dramatic shift in the interest rate structure. Bankers are advised to shorten maturities as interest rates decline, and vice-versa, to avoid substantial holding in long-term bonds, and to be mindful of liquidity problem as investments comprise a smaller portion of total earning assets.

It seems to me that certain guiding principles can be used in portfolio management which can be put in terms of roughly predetermined rates of return which a bank considers eminently satisfactory. Since we cannot pinpoint a "normal" rate of interest, this would necessarily be expressed in terms of a range of interest rates which would serve as guideposts for investment policy. Under this concept let us say, then, that the rates selected would range from a low point "X" to a high point "Y." As long as interest rates on intermediate term issues stay within this "X-Y" range, the maturity distribution would be roughly in balance between short and intermediate term securities. As rates rise above the "Y" level, some extension of the permanent portion of a portfolio would be undertaken and purchases of issues at the longer end of the portfolio range would be made. At even higher rates, say "Y" plus ½%, or plus 1%, a considerable extension of maturities would then have been undertaken to insure that these more than satisfactory rates would be available over a longer period of time. Conversely, at "X" minus 1%, a corresponding shortening of maturities would be called for in order to prevent the incurrence of large losses during the next rising interest rate cycle.


Ralph F. Leach

It seems to me some such rough predetermination is necessary to keep psychological market factors from dominating longer range investment decisions; e.g., at a low level of yields the outlook for business and for credit demand always seems to be dominated by an atmosphere of gloom, and the tenor of the market will always be such that only even lower yields seem possible. On the other hand, when very attractive rates are available in the market, the portfolio manager is always confronted with the universal feeling in the market that even these yields are unattractive by comparison with those that "will prevail next month."

In my opinion the worst investment experience has resulted when some such principles were abandoned to the apparent expediency of a temporary situation. I am sure there is not a portfolio manager in the country who has not said at one time or another "This offering doesn't really fit our book but we're going to take it for the short run since the market is obviously headed higher." All, or nearly all, of us succumbed to that temptation in June of 1958. Many of us would have been saved a great deal of discomfort had we recalled Thomas Jefferson's tenet "Never buy what you do not want because it is cheap; it will be dear to you."

Ratio of Public to Private Debt Affects Shifts in Earning Assets

A panel discussion last year touched in the shift in earning assets of the commercial banks in the postwar period. It was suggested at that time that the prospect seems inescapable that portfolio management as such will be of declining importance to commercial banks. This general subject is one that should meet with very mixed reactions from bankers because this prospect may relieve the minds of management of some of the smaller banks but will certainly haunt the portfolio managers of larger institutions.

This shift in the earning assets of commercial banks has really done nothing more than reflect the changing proportions of public and private debt to the total debt in the country. In the postwar period a remarkable shift has taken place in the relative amounts of public and private debt. At the end of 1945, the total public debt, that is, Federal plus State and local indebtedness, came to some $266 billion, while total private debt was less than $140 billion. At the end of 1959 private debt had expanded nearly four times to a total of $547 billion, while total public debt had increased only moderately to some $299 billion. Expressed in percentage terms, public debt at the end of 1945 represented nearly 66% of the total and had dropped to slightly over 35% at the end of last year.

Is it any wonder then that we who deal only in debt instruments have found ourselves talking in terms of ever higher loan deposit ratios while this shift has taken place. It seems to me probable that these trends in the total debt structure of the country which have been in progress over the last 15 years will continue and as private indebtedness increases more rapidly than that of the public sector commercial bank investments will necessarily constitute a much smaller portion of total earning assets. Given the continuation of this trend, the liquidity provided by a bank's portfolio will become increasingly important. There will be a growing tendency, I believe, to sacrifice income from investments on the altar of liquidity. In my earlier reference to being guided by existing rates rather than market feeling, I referred only to short and intermediate issues. I feel strongly that commercial banks generally should hesitate to make substantial commitments in long-term bonds.

Problems of Pledged Securities

One of the incidental results of this shift in debt has been an increasing degree of inflexibility in portfolio management due to the problem presented by pledged securities. I am sure many bankers have found after deciding on an investment policy which included the sale of certain securities that it was necessary to delay the operation for at least a brief period while the securities involved were returned by one public authority or another and other securities pledged in their place. This may well be an area which deserves some study by the Treasury and Federal Reserve System since greater degrees of inflexibility may lead to an impairment of market function in the years to come.

A portfolio man must necessarily spend much time in studying the vitality of of the market in which he is operating. This is especially true if there is a threat to his ability to carry out desired transactions due to the limitations of that market.

Emergence of a Better Market in Governments

The improvement in the market for U. S. Government securities in the past several years has been so remarkable that it seems to have been taken for granted by financial writers. As figures on volume of transactions in this market become available, the fact that these transactions average a daily total of $1⅓ billion, or roughly four times the total transactions in all listed corporate securities, both debt and equity issues, on all registered exchanges is either regarded as unduly inflated by short-term issues or perhaps is simply too large for ready comprehension. Those who do not operate in this particular market are astonished to learn that transactions involving one, two, or even five million dollars in short and intermediate maturity ranges (and on occasion even in long bonds) can be accomplished with one or two telephone calls. They are even more surprised at the extremely narrow spreads between bid and offered prices when compared with any other over-the-counter market or with the commission charges on organized exchanges.

There are many reasons for the emergence of a better functioning market in the recent past, not the least of which has been the willingness found in dealer organizations to undertake greater risks and to expand and contract their positions to accommodate temporary imbalances in supply and demand factors. It might be added parenthetically that the dealer mechanism cannot, and should not be expected to, attempt to accommodate other than temporary imbalances, although this inability which applies to all markets leads to many charges of poor performance when drastic changes in supply-demand factors lead to the necessity for sharp price changes. In most, if not all such instances, the quicker such changes occur, the more readily can dealers re-establish viable markets at new price levels.

Defends "Bills Only" Policy

How does this picture of an expanding, self-reliant market compare with the situation which existed 10 years ago? A sub-committee of the Federal Reserve's Open Market Committee included in a report published in 1953 the comment that they "found a disconcerting degree of uncertainty existed among dealers and investors in government securities with respect to the occasions which the Open Market Committee might consider appropriate for intervention and to the sector of the market in which such intervention might occur." This committee then went on to recommend changes in what might be called ground rules for Open Market operations to remove this uncertainty as a market element. Under this policy then, the market was expected to, and has, exercised its own initiative without waiting for leadership from the Fed.

Basically, then, the most important single factor which has brought about the marked improvement in this market has been the continued adherence of the Federal Reserve System to the policy of conducting Open Market operations in the shortest maturity sector of the market. This policy is perhaps best described as "bills preferably" rather than the more common but inaccurate "bills only." It has enabled the market mechanism to translate changes in supply and demand factors resulting from changing business conditions, credit policy, debt management techniques, and countless other items into varying levels of interest rates, and into the changing shapes of interest rate curves which these many factors can be expected to produce in a freely functioning market.

The opinions I am expressing on this and other points are personal ones, and do not necessarily represent those of my bank. There have been, in fact, and I am sure there will continue to be, thorough intramural discussions on this and many other subjects. Having thus limited the statement, I would categorically say that in my opinion the so-called "bills only" policy represents the greatest advance in central banking technique in the last decade. It is an advance toward, or perhaps one could better say a resumption of, a reliance on free markets which could profitably be studied by any Western country interested in the improvement of the internal market for the securities of that country.

Unfortunately, this policy has been under continued attack from various quarters, largely political and academic, and we can be confident this opposition will continue. These opponents of the current Fed policy seem to overlook one problem which a policy of operating throughout the entire market entails: Where can the Fed find the people who can decide at any given time whether interest rates should be one-eighth or one-quarter percent higher or lower than the existing market appraisal? Since this is, and hopefully will continue to be a market economy, my question to them is: Why try? We have a mechanism which will provide the answer; why deny it the chance?

Much of the opposition to this policy stems from a feeling that it is a self-imposed limitation on the effectiveness of the Fed. Actually, their effectiveness is increased; by eliminating the necessity of trying to determine the proper relationship of short and longer term rates at any given stage of the business cycle, the Fed can devote itself to the still difficult task of determining the proper posture to assume at any point and then express this conclusion in terms of supplying or denying reserves to the market. In its turn, the market will then reflect to the Fed its estimate of the myriad of factors which make up the total of thousands of decisions of investors and reflect its estimate of the proper combination of interest return and liquidity. From the market place itself, then, the Fed receives a valuable indication, one which would be relatively useless if that market were even partially artificial.

An excellent example of the effectiveness of the present method of FRD Open Market operations took place this year. The interaction of a sophisticated government securities market and skillful control of bank reserves by the Fed has brought about a dramatic shift in the whole interest rate structure for government securities. The result of the Fed's faith in a free market has been the development of a mechanism which is extremely responsive to factors dictating changes throughout the whole range of interest rates. It is my contention that no individual or restricted group of individuals would have had the wisdom and courage to have done as good a job.

*An address by Mr. Leach before the New York State Bankers Association Investment Seminar, New York City, September 30, 1960.

H. J. Meininger Co.

Henry J. Meininger & Co., Incorporated has been formed with offices at 26 Broadway, New York City, to engage in a securities business. Henry J. Meininger is a principal in the firm.

Lee Higginson Branch

BOCA RATON, Fla.—Lee Higginson Corporation has opened a branch office at 105 Boca Raton Road under the direction of Robt. H. Davis III.

With Continental Secs.

(Special to The Financial Chronicle)

MILWAUKEE, Wis.—Roy S. Reed has become affiliated with The Continental Securities Corporation, 611 North Broadway. He was formerly with the Marshall Company and Bache & Company.

Joins Kidder, Peabody

(Special to The Financial Chronicle)

MILWAUKEE, Wis. — John K. Thompson has joined the staff of Kidder, Peabody & Co., 710 North Water Street. He was formerly with The Milwaukee Company and Paine, Webber, Jackson & Curtis.

Flight Toward Reality

By George Romney, President, American Motors Company*
Detroit, Michigan

Grave concern is expressed about the paucity of public participation in, and discussion of, basic and controversial issues, and the subordination and dependence of political parties to pressure groups. Mr. Romney sounds a clarion call for the formation of a national organization that will help bring about an informal, active electorate and will evolve and keep to the fore our nation's objectives. The auto leader lists five reasons why differences between our two parties do not provide adequate intelligent public discussion beyond a superficial level. He, also, reviews some of today's issues which include the matter of subsidies which he says are not necessarily confined to agriculture, the power of some employers and unions to shut down the economy, the political bankruptcy of our State and local governments, our failure to do a better job in helping underdeveloped countries to help themselves, and the cost of running for public office.

We are in an election year and consequently it seems to me that it is timely to take a look at the question of whether our two-party system is adequate. Are we in a position as citizens of this country to properly express our citizenship responsibility? There isn't any question in my mind—and it is apparent that more and more feel the same way—that we need to rekindle a personal dedication to the fundamental principles of our country. I think we also need to take a hard practical look at the instruments we have to express that dedication. I think a major need today is for adequate motivation and inspiration and for an effective means through which we can study and decide and act on key issues.


George Romney

I think we do have to get below the superficialities and get down to the substance of the problems we face. We are in a period of great crisis. I think it is the greatest period of national crisis since the Civil War. As I review the history of our country, I think there have only been three previous occasions when the very survival of our nation was at stake. One was, of course, during the Revolution itself, the second was when we faced the necessity of an adequate instrument of government and the Constitution was fashioned, and the third was the Civil War.

A World Environment

Today we are again living in an environment that is now a world environment where our very survival is at stake. And the picture is not too encouraging. Our best friends and some of the most intelligent ones abroad, as well as some of our ablest men at home, for some time now have been trying to awaken us to the nature of our problems, our peril and our opposition.

One of these able foreign friends, Dr. Charles A. Malik, who until last fall was president of the United Nations General Assembly, speaking at the Dartmouth graduation exercise a year ago, said:

"You are losing on every front."

Here is a man who knows the world picture—an Arab-Christian convinced that freedom will ultimately prevail but telling us we are losing on every front.

I heard Billy Graham talk sometime ago in Washington at a small dinner. He said on the basis of his world travels:

"We are surrendering on the installment plan."

Signs on every hand, if we want to look below the surface, idicate this will be a decade of decision for us at home and abroad, and that we are engaged in an unlimited struggle for survival. That struggle currently is active in every field except active military combat. With that one exception the struggle in which we are engaged is total and covers all aspects of our lives.

Hopeful Signs

Fortunately there are signs of an awakening. Samuel Lubell, who seems to have become our ablest prober of public attitudes, concluded earlier this year that there is a spirit of uneasiness and frustration and helplessness through the land. I think the current widespread discussion of the greater dedication of the communists—their greater devotion, their greater conviction of ultimate victory—is in reality a hopeful sign because it represents a realization that we have lost the dedication and conviction we once had.

I think the *Life* Magazine series on national purpose is another indication of this awakening.

Four Principles

No nation in the history of the world has approached our achievements. I think these achievements have resulted primarily as a result of four things.

First is our belief in God, our devine origin and the brotherhood of man.

Second, and based on the first, is our belief in government by consent and the division and limitation (and I stress the limitation) of governmental power.

Third is universal education and our effort to achieve equality of educational opportunity. That does not mean treating the gifted and the slow in the same way, it means giving each child the educational opportunity that he is capable and willing to receive.

In the early days of our nation, Jefferson said:

"I know of no safe depository of the ultimate powers of the society but the people themselves: and if we think them not enlightened enough to exercise their control with a wholesome discretion, the remedy is not take it from them, but to inform their discretion."

Fourth is freedom of economic choice and opportunity—the application to our economic life of the same basic principle of keeping power distributed and vested ultimately in the people that we have used in the political sphere.

If I had time, I could cite facts to prove that our economy is as much an economy of the people, by the people and for the people as is our political system. As a matter of fact, the very nature of our economy compels people in this country to take a more active part in it, in shaping its course, in making decisions.

It was because American Motors recognized that, and recognized that ultimate economic power is in the hands of the people, that we decided to give people a new choice in automobiles. That has strengthened my faith because the people again made the right choice!

A Greater Struggle

Each of these fundamentals is dependent upon the development of individual capacity. Spiritual and moral strength are dependent upon individual religious conviction and understanding. Political wisdom is dependent upon being informed and knowing what the issues are. Educational effectiveness depends upon the character of our individual training. Our economic confidence depends upon our individual economic abilities. The nation can be no stronger than our individual capacities.

Our country's unequaled success has created new problems. There is a great principle voiced by Walt Whitman:

"It is provided in the essence of things that from any fruition of success, no matter what, shall come forth something to make a greater struggle necessary."

Each success creates new problems. Our nation faces new problems as a result of its unparalleled success. A quick example: we face to an unparalleled extent the question of whether our nation and our civilization can survive in the midst of abundance. No other nation or civilization has. Can we use our leisure time constructively? If we don't we will grow weak and destroy ourselves from within.

Our political institutions vitally shape all of our activities except those of a religious character. Our political institutions and national policy shape our economy and our social activities to a considerable extent. Our political health depends upon an informed electorate — upon citizens who understand the issues.

How Can We Become Informed?

There are only two ways in which the American people can be informed on the issues. One is through political participation. The other is through leadership that discusses the issues and presents them clearly enough so the people understand them and have a choice. To be effective, an informed electorate must understand the issues and the positions of the parties and the candidates on the issues.

I think personally that issues are more important than parties and candidates. A simple illustration: there is no leader who can provide sound leadership on the basis of unsound principles. Principles are more important than men.

I think it is time we asked ourselves this question: Is our present two-party political structure capable of informing the electorate on the issues and making known their positions and the positions of their candidates on the issues? As I said, there are only two ways that can be done. One is through participation by the people in the political parties and political process; the other is through political leadership, providing an adequate discussion of the *fundamentals* of the issues—not the superficial aspects of the issues.

Participation Insignificant

The facts are that people are not informing themselves on the basis of participation in America. A recent study by the Survey Research Center of the University of Michigan shows that of the total adult population, only 7% attend political rallies, dinners and meetings — only 7%. Only 4% give money, buy tickets or help financially. Only 3% work for a party or a candidate during the campaign. Only 2% of the people of this country belong to a political party, club or organization.

The latter figure means that *less than 2,000,000 people in America are affiliated with one of the political parties.* So we can't possibly be informing the electorate through participation. The active participation in the two political parties in America is less than the membership of the Communist party in Russia.

Are Americans being informed through adequate public discussion? I don't happen to believe so. As a young man I went to Washington. I had to get a job to go to school. I did get a job with Senator David I. Walsh. I sat along side him on the floor of the U. S. Senate for nine months during the enactment of the McNary Haugen Bill and the Smoot-Hawley Tariff Bill. I heard the debate. I knew the positions of members of the Senate. There was no political difference based on principle and issue. The differences were based on economic and geographic interests. There were no fundamental differences between the parties. The differences within the parties were as great as the differences between the parties and they were not very basic and fundamental.

The facts are that in my lifetime, as far as I can determine, there have been no fundamental differences between the parties at election time.

Even Franklin Delano Roosevelt was elected on an economy program in 1932. He developed the New Deal later by enlarging on Hoover's emergency measures plus collective bargaining and the

Continued on page 22

"Day War Was Declared"

By L. B. Worthington, President, United States Steel Corporation*

The eyes of the whole world are on us generally and on our enterprisers particularly to win the economic war declared by Khrushchev. In making his point, Mr. Worthington calls on both political candidates to think clearly about this challenge and the right environment for real growth which he specifies. The steel industrialist envisions a high level of prosperity in the next decade — though a different kind than that experienced in the past—requiring unique managerial innovational and decision-making ability to build capacity to stay ahead of the market in contrast to former years when capacity was built to keep up with demand. Mr. Worthington observes how much more prominence bad news receives compared to good news and announces a major advertising effort to inform Americans about our real achievements as they are able to see the whole picture in proper perspective.

Years ago, to me, competition was a localized thing . . . the vigorous fight for an order with a near-by competitor. While this intense form of competition fortunately still goes on, I also came to realize as I added years and experience that competition more and more is worldwide.


L. B. Worthington

Even in sports this is true on a grand scale . . . the winter and summer Olympics; international golf matches; and, until a whistling left hook ended it all, there was a Swedish heavyweight boxing champion.

The same world-wide orientation is true of technology, production and marketing. We have no monopoly on good practices in these things in the American steel industry. The art is very much internationalized. So we are, and we must be, deeply concerned with our relative place in the growing world economic competition.

With this in mind, one might call what is about to follow a political speech. But for once there is no problem of "equal time." This paper is addressed to people of whatever political party. For no matter which party wins the election, the successful candidate will have to reckon with the main issue now before us.

Here it is in awesome clarity:

"Russian's Challenge"

Khrushchev has said: "We declare war. We will win over the United States. The threat to the United States is not the ICBM, but in the field of peaceful production. We are relentless in this and will prove the superiority of our system."

So there you have the thundering challenge from Mr. K. The day Khrushchev spoke was the day that war was declared — an economic war the like of which the world has never known.

How can anyone say that we have no national purpose? We have this fight! We have this war to win! And let there be no mistake about it, this is a far more difficult challenge than merely defending our way of life. As businessmen we have the vital job of proving by our performance that our system is the one which is superior—proving it to the world, not just in theory but on the rugged proving ground of daily practice. America cannot remain free if the rest of the world falls into the clutches of statism.

As we plan ahead to meet Khrushchev's challenge, let us not forget that we have—as of this moment—the greatest industrial nation on earth. We, and the candidates for all of our public offices, must be aware that our enterprise system is the source of this strength. Only by preserving and improving this system can we go forward.

So I call on the political candidates of both parties, on labor, on businessmen, on farmers, on educators, for a better understanding of how the strength of our enterprise system must be enhanced if we are to win our economic war with Khrushchev.

Let's try to look ahead for ten years.

A Different Kind of Prosperity

Much—probably too much—has been said about the "sizzling sixties," this new plateau of high prosperity which some have said is inevitable for the next decade. Now, of course, this year, at some points, has shown slightly more fizzle than sizzle. Nevertheless, I do think that we will have a high level of prosperity in the next decade. But it will be a far different kind of prosperity than we had in the past decade.

For the first time since the 1920's we will have prosperity combined with adequate capacity to supply quickly the demand for most lines of goods. There may be temporary shortages in some lines, but the bulk of industry, and steel is a good example, is not likely to experience the shortages of the past 20 years.

So the road ahead will be unique in the managerial experience of most of those so engaged today. We have had a technical revolution, burgeoning markets and population, and have achieved a standard of living for our citizens not dreamed of 30 or 35 years ago.

In this new atmosphere, our free enterprise system—the source of our fighting power in the war with Khrushchev—will have new conditions to meet, new problems to solve.

For one thing, almost all producers and sellers can't reach conclusions about so-called adequate capacity without first considering the possibilities of underdevelopment of our markets. I think many of our markets in America have tremendous growth ahead of them.

And if there are good possibilities for the future, one of the best ways to develop a market is to supply it promptly with the forms and types of goods most desired. In other words, adequate supply can help a market to grow; and as it grows, we shall have to build more capacity to keep the supply adequate. In the years past, we have built capacity to keep up; in the future, I think our challenge will be building capacity to stay ahead of the market and to stimulate its growth.

This is different and it is good.

Among the classic causes of inflation, of course, are a shortage of goods and a shortage of labor. We now have, in general, an adequate supply of goods and enough people to produce them. If we can couple this condition with highly necessary restraints on cost-push inflation and excessive governmental spending, in this country, there will be, at last, the hope that the curse of inflation may recede from this land.

With the goal in sight, it would be a national tragedy if reckless government spending and unsound fiscal policies should destroy our well-being and cripple the source of our strength. We cannot prove that our system is better if we cannot prove our ability to practice fiscal responsibility.

Now as the final and most important point about our future business conditions, I believe that we have the right environment to achieve marked economic growth in the next decade.

Endorses Nixon's Approach

One of the Presidential candidates has said: "First, we must take the necessary steps which will assure that the American economy grows at a maximum rate so that we can maintain our present massive lead over the Communist bloc. . . . There isn't any magic formula by which government in a free nation can bring this about. The way to insure maximum growth in America is not by expanding the functions of government, but by increasing the opportunites for investment and creative enterprise for millions of individual Americans."

So spoke Vice-President Nixon.

I don't intend to go into a long discussion of the controversy raging around this question. Surely, no one today should be fooled by the manipulators of statistics who claim that the answer is a fixed and arbitrary percentage gain each year in apparent national output. If we rely only on statistics, we'll find that it's always easier to mislead with figures than to produce the goods.

Real growth is what we want. And, given investment stimulation, creative enterprise, and a prosperous consuming public, we can have real growth.

With great emphasis, let me say that the eyes of the whole world must inevitably fall on the enterprise structure of America in this matter of economic growth. We shall be watched with hope by our friends — but with suspicion by many, and with malice by some.

So there you have one man's concept of a few of the important business factors which will prevail as we go forward in the fight we dare not lose.

I say we dare not lose. But what do we actually do—how do we fulfill our role?

First, there is the controlling factor of our attitude and perspective in facing the job we have to do. I feel that there is a real danger of forgetting — if only momentarily — how strong our country really is, how great its accomplishments are, and how dynamic its future will be. In this uneasy world of ours, we cannot afford to lose confidence in our country even momentarily.

Yet we know that bad news often gets much greater attention than good news. There is a current point of view fostered by some that could lead people to believe that Americans are undecided about the soundness of our nation's institutions, about its role in the world—even to some extent about America's ability to meet the challenges confronting it. If these attitudes actually prevail, they can only derive from a lack of proper perspective and understanding.

Advertising How We Have Grown

With this in mind, my own company has taken a positive step in helping to gain proper perspective by embarking on a program called "Watching America Grow," which will report to millions of people the news of America on the move. The program is designed to reflect the real achievements and true economic picture of America. As a part in this program, my company has engaged one of America's outstanding news commentators, Lowell Thomas, to assemble stories of people and business from the many available sources, and then to report in newspapers, in periodicals, and on television the things they are doing that show the vital strength of America.

It is certainly not my company's intention to suggest that ours is a nation without flaws or any serious need for improvement. But, again, I wish to repeat that the picture must be kept in proper perspective . . . that in waging a successful battle with Khrushchev in the field of peaceful production there is an urgent need now to emphasize the story of America's growth, its potential, its vital strength. It is highly encouraging that other companies in other ways are also helping to improve the nation's understanding of its economic vitality.

So much for this special effort by U. S. Steel and other companies in an area which has been causing us all great concern.

Achieving Innovation

Let's turn now to another key area in our fight to prove the superiority of our enterprise system—it is the urgent need for innovation. This mysterious element deriving from and dependent on new knowledge, new techniques, new skills, new organizational schemes brings an added dimension to our economic thinking. Some recent research by able economists is most enlightening.

Solomon Fabricant of the National Bureau of Economic Research has found that from 1871 to 1951, technological advance accounted for 90% of the rise in U. S. output per manhour.

Robert Solow (Solo) of M.I.T. finds that from 1909 to 1949, 87.5% of the growth in output per manhour was due to improved technology.

Then Benton F. Massell of the Rand Corporation finds that technology was a 90% factor from 1909 to 1955.

Obviously technical innovation is a controlling factor in our national progress. Therefore, it seems to me, that we shall have to worry much more from now on about the rate at which innovations are injected into the economy.

I submit that the private enterprise system is the world's best source for innovation. It has created new knowledge and new products on a scale heretofore unknown over the long span of human history. And our system insures that this output is channeled continually into markets that best fulfill the desires and aspirations of our people.

I can summarize my feelings about innovation this way: one must be willing to be first, not once in a while but on many occasions. Our system rewards the early bird and not always the copiers and followers. And our system of private, competitive business must continue to demonstrate that it is the most productive method for releasing the vast potential of creative human enterprise. This is part of proving the system.

Keeping Up With Decision Making Techniques

Let me mention another important part of doing the job which will prove the superiority of our system. To produce a successful innovation, or make any successful move in business, one must first make a decision—and it must be the right decision. As any businessman knows, good decision making is what makes innovation and the rest of business work.

Modern management problems, compared with most of those of the past, are as different as Tic Tac Toe and three-dimensional chess. But there are decision-making techniques for solving these new, complex problems, and we must have management people who can use them effectively. The successful enterprise of the future will be the one which keeps pace in decision-making techniques, to the same extent that it remains abreast of developments in the fields of production, marketing, finance, and science.

And, unless the dedication to making our own decisions becomes absolute, the free enterprise system may become obsolete. It isn't that advocates of government intervention want to put their men at our work benches. They want government to make the decisions for the firm.

In the final analysis, our system, and that of the Soviets, comes down to a battle between men's minds and consequently for men's minds. We must immediately and forcefully use the best decision-making techniques our minds can devise.

Now to sum up. If this at times has seemed a little complex, I suppose that is really an important part of my message. We do have complex factors with which to deal, difficult challenges to meet, and no simple blueprints to follow.

Once an executive could live out his life successfully by making and selling a good product at a competitive price and by saving his money. Now he is drawn inevitably into Khrushchev's war because he, and surely his company, are critical factors in the titanic struggle of ideologies. Victory for us will come only if

we are willing to do those things voluntarily which will make victory possible.

The day war was declared was the day Khrushchev announced he would prove the superiority of his system in the field of peaceful production. But the day this war really began was long ago when the most radical group of materialists the world has ever seen launched Karl Marx's false doctrines of hatred, class war and cynical opposition to the dignity and efficiency of individual freedom. This is the really big war which goes on, dividing the world and alongside of which the declared war of peaceful production is but a battle.

We can win the kind of war Khrushchev declared even as we know that life and living are never fulfilled by material things alone. Still, we can be confident from our experience that free men have the will and the ability to meet a materialistic challenge, and especially so when they recognize its threat to their freedom.

Let us hope that all political candidates will think clearly and objectively and positively about this; and, that the source of America's economic strength, her free enterprise system, will be allowed and encouraged to win as only it has the power to do!

*An address by Mr. Worthington before the Farm Equipment Institute, Dallas, Texas, Sept. 28, 1960.

N. Y. Clearing Ass'n Elects

Henry C. Alexander, Chairman of the Board, Morgan Guaranty Trust Company of New York, will serve as Chairman of the New

Henry C. Alexander

William S. Gray

York Clearing House Committee for the fiscal year ending Sept. 30, 1961 it has been announced. Mr. Alexander succeeds George Champion, President, The Chase Manhattan Bank.

William S. Gray, Chairman of the Board, The Hanover Bank, has been reelected to serve as President of the Association for the coming year.

Howard W. McCall, Jr., First Vice-President, Chemical Bank New York Trust Company, has been elected Secretary to succeed Wesley Lindow, Vice-President and Secretary, Irving Trust Company.

The committee members elected to hold office during the next fiscal year were as follows:

Clearing House Committee: Henry C. Alexander, Chairman of the Board, Morgan Guaranty Trust Company of New York; Alex H. Ardrey, Vice-Chairman of the Board, Bankers Trust Company; Ralph S. Stillman, President, Grace National Bank of New York; George A. Murphy, Chairman of the Board, Irving Trust Company, and James S. Rockefeller, Chairman, The First National City Bank of New York.

Conference Committee: Robert E. McNeill, Jr., President, The Hanover Bank; Horace C. Flanigan, Chairman of the Board, Manufacturers Trust Company; Harold H. Helm, Chairman, Chemical Bank New York Trust Company; Dale E. Sharp, President, Morgan Guaranty Trust Company of New York, and George Champion, President, The Chase Manhattan Bank.

Nominating Committee: George C. Textor, President, The Marine Midland Trust Company of New York; Charles J. Stewart, President, Manufacturers Trust Company; Albert C. Simmonds, Jr., Chairman of the Board, The Bank of New York; Benjamin Strong, Chairman of the Board, United States Trust Company of New York, and George S. Moore, President, The First National City Bank of New York.

Committee on Admissions: Gilbert H. Perkins, Vice-Chairman, Chemical Bank New York Trust Company; David Rockefeller, Vice-Chairman Board of Directors, The Chase Manhattan Bank; Richard S. Perkins, Chairman of the Executive Committee, The First National City Bank of New York; Wallis B. Dunckel, President, Bankers Trust Company, and William E. Petersen, President, Irving Trust Company.

According to the operational report issued by Paul R. Fitchen, Executive Vice-President, the New York Clearing House handled a new record of $723 billion of clearings for the past fiscal year, an increase of $82 billion over the previous year.

The average daily clearings amounted to $2,861,000,000 which is also a new record. The record for a single day's clearings was set on June 17, 1958 when a total of $4,578,000,000 was cleared.

The New York Clearing House Association consists of 12 member banks having 490 branches in addition to the Federal Reserve Bank of New York and eight clearing non-members.

Southwick and Waterman Merge

SEATTLE, Wash. — The merger of two prominent Seattle investment firms is announced by Southwick, Campbell, Waterman Co., together with its opening of offices in the Washington Building. The firm is a result of the merger of Earl F. Waterman Co. with and into Southwick-Campbell & Co., Inc. Officers are Glen H. Southwick, President; Colin A. Campbell, Vice-President and Treasurer, and Joslyn H. Waterman, Vice-President and Secretary.

Southwick-Campbell & Co., Inc., are dealers and brokers in investment stocks, and active in municipal bond underwritings. Earl F. Waterman Co., established in 1943 by the late Earl F. Waterman and his brother, Joslyn H. Waterman, specialized in the distribution of selected Mutual Funds and has been a pioneer in this phase of the investment industry.

The three officers are well known in the financial fraternity, and represent a combined investment experience of nearly seventy-five years in Seattle.

Vancouver Jr. IDAC Group Elects

VANCOUVER, B. C., Canada — The Vancouver group of the Junior Investment Dealers' Association of Canada has elected the following officers for 1960-1961:

President: Robert S. Sinclair, Wood, Gundy & Company, Limited.

Vice-President: G. Robert Fay, Royal Securities Corporation, Limited.

Secretary-Treasurer: J. Trevor Cabeldu, A. E. Ames & Co. Limited.

Directors: Roger B. Atkins, James Richardson & Sons; Iran A. Falconer, Doherty Roadhouse & Co.; and D. S. McCarthy, Bongard & Co.

Robert B. E. Samis, Samis & Company Ltd. is the retiring President.

FROM WASHINGTON ...Ahead of the News

BY CARLISLE BARGERON

Vice President Nixon got back in the ball game on Friday night. Whether his showing on the nationwide TV will be sufficient to stop the Kennedy surge remains to be seen. It is a fact, however, that Nixon had his old poise and he put up an argument with Kennedy. There was only one instance in which he seemed to agree with Kennedy.

He must have been under tremendous pressure. Earlier, several Republican leaders, including Governor Rockefeller and the two New York Senators, had called upon him and told him that he had to make a good fight of the debates with Kennedy. His first debate had hurt the morale of his supporters, he was told.

One thing he had at the outset of the campaign, however, and which he has definitely lost, is the contention that Kennedy is immature. He shows he is quite as mature as Nixon in their debates. It is amazing how both of them rattle off figures and quotations and incidents without any prepared notes. They both know their subject well and have unquestionably done a lot of home work.

One wonders why Nixon agreed with Kennedy in the one instance he seemed to. In his acceptance speech, Kennedy in effect made a Winston Churchill blood and tears speech. He could not promise the people softer living, he said, but one of austerity. This to me, taken with what his advisers are known to believe, is one of the strongest issues against Kennedy. For example, his adviser Prof. Galbraith of Harvard University, has just turned out a book saying there is no excuse for people having two cars and other luxuries which are taken for granted in the average home.

Kennedy also held out the promise of a tax increase. He has tried to soft pedal that ever since. In his second debate with Nixon, he said he would have no hesitancy in raising taxes if that were necessary, but he didn't think it would be necessary next year. When Nixon was called upon to comment, he said he would, too, not hesitate to raise taxes and next year if necessary.

He said it sort of boastfully, as if he had just as much courage as Kennedy. Kennedy is beginning to believe it would not be so courageous. And Nixon seems to think it would be.

What about these fellows who talk so flippantly of raising taxes? They are about as high now as the traffic will bear. Why is it getting popular for politicians running for office to say they are going to raise taxes?

They must be impressed with Governor Rockefeller's action in New York. After a hard struggle he succeeded in getting a tax rise bill through the legislature and the newspapers said it took a lot of courage. To raise taxes is getting to show a lot of courage! If this is true, my county officials are the most courageous public officials in the country.

Nixon seemed to have answered the criticism about Cuba the best way he could. It is a fact the Administration is culpable there. We first gave support to Batista and then cut him off and gave it to Castro. There are so many phases to our foreign policy, however, that it seems a little childish for Kennedy to be trying to pick flaws here and there.

The Truman administration brought a Communist government into power in Guatemala, and it remained for the Eisenhower administration to get them out.

There has certainly been nothing as disastrous as Korea. Then Secretary of State Acheson notified the world that Korea was outside our defense zone. The Communists were practically invited into the country. Then when they moved on South Korea we intervened, and while the testimony is we could have easily won the war we were never allowed to do so for fear of antagonizing the Russians.

All in all, Nixon's show seems to be back on the road. The debate is supposed to have marked a perk-up in his campaign and in the future he will not confine his speeches to telling how Pat should be President instead of him and what a grand old daddy his father was.

Arthur Field With Coughlin & Co.

DENVER, Colo.—Arthur G. Field has become associated with Coughlin and Company, Inc., Security Building, members of the Midwest Stock Exchange. Mr. Field for the past five years has been Manager of the municipal bond department of the Chicago office of Lee Higginson Corporation.

Arthur G. Field

Mr. Field, a graduate of the University of Wisconsin and the University of Wisconsin Law School, is a member of the Illinois and Wisconsin Bar Associations. He was formerly Director of the Veterans Housing Financing for the State of Wisconsin.

Mr. Field served in World War II and the Korean conflict and holds the rank of Commander in the U. S. Navy Reserve.

Sutro Adds to Staff

(Special to The Financial Chronicle)

SAN FRANCISCO, Calif.—Harold B. Meloth, Jr., has been added to the staff of Sutro & Co., 460 Montgomery St., members of the New York and Pacific Coast Stock Exchanges. Mr. Meloth was formerly with White, Weld & Co. and Paine, Webber, Jackson & Curtis.

Joins Schirmer, Atherton

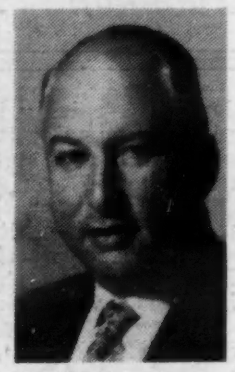
PORTLAND, Me. — John C. Kline has become connected with Schirmer, Atherton & Co., 634 Congress St.

Lincoln Printing Names Officers

Edward D. O'Brien has been elected President, General Manager and a director of Lincoln Printing Company, 130 Cedar Street, New York City, succeeding Samuel J. Wald. Prior to his election as the printing concern's Chief Executive Officer, Mr. O'Brien,

Edward D. 'OBrien

Harry Javits



M. F. Untermeyer

who has spent virtually his entire business life in the paper and printing industries, was Vice-President of Bulkley Dunton & Co., pulp and paper merchants.

Elected with him as directors of Lincoln Printing which, through subsidiaries, operates plants in New York City and Chicago, were Harry Javits and Milton F. Untermeyer. Mr. Javits is Vice-President of the Commercial Bank of North America and Mr. Untermeyer is a partner in the stock brokerage firm of Thomson & McKinnon.

Mr. O'Brien following a brief period in the banking business, became associated with the Vandewater Paper Company. Subsequently, as a partner of the late Robert R. Young, Mr. O'Brien was associated with Chesapeake Industries which acquired a number of pulp and paper concerns, including Vandewater, the Lathrop Paper Co. and the John Floyd Paper Co. Prior to disposals of these properties by Chesapeake Industries, he served as their President, General Manager and a director. Mr. O'Brien is a member of the Bankers Club of America, the New York Southern Society and the Paper Club of New York.

Mr. Javits, who has been associated with the Commercial Bank of North America for 35 years, is Board Chairman of the East Side Chamber of Commerce. He has long been an active leader in civic and philanthropic causes.

Mr. Untermeyer, was made a partner of Thomson & McKinnon in 1958. He is President of Arnheim Estate Corporation and a director of Reeves Soundcraft Corporation.

THE SECURITY I LIKE BEST...

Continued from page 2

ment is difficult, but it is my view that an investor will obtain a better long-term value by buying into these depressed shares, rather than continuing to purchase the glamour stocks that have risen so sensationally in the last two or three years. The investor may need patience, but I think with patience he will get material rewards.

Now turning to Ohio Oil in particular, I have chosen this vehicle for the following reasons:

(1) Ohio Oil has a relatively moderate capitalization of 14,000,000, in contrast, for example, with 215,000,000 shares of Standard Oil of New Jersey.

(2) After the acquisition of Aurora in 1959, Ohio brought its production and refining into approximate balance, and it is today a thoroughly integrated producer, refiner and marketer of petroleum products.

(3) The company has large production from the U. S. and Canada, with natural gas operations increasing in importance in recent years. For example, Ohio estimated its proven reserves of crude oil and natural gas liquid on Sept. 30, 1959 at 672,400,000 barrels, and they estimated their net reserves of natural gas at 2,274 billion cubic feet. No matter how low an appraisal you put on the value of these proven reserves (and, for example, industry considers a price of $1 a barrel very cheap for proven oil), you find that the proven reserves alone of Ohio are worth perhaps a minimum of $50 per common share, or substantially more than the price you pay for the stock which includes refining and marketing facilities of great value.

(4) And this, of course, is without specifying any dollar figure on the enormous undeveloped acreage owned or leased by the company, which totals over 11,000,000 acres in the U. S. and Canada alone.

(5) Furthermore, the reserves mentioned above do not include the foreign holdings of Ohio which has available for development enormous acreage in Guatemala, Venezuela and last, but not least, Libya. This acreage reaches the astronomical figure of about 120,000,000 acres.

(6) As for Libya many in the industry consider these properties represent one of the greatest oil producing potentials in the world.

(7) Ohio has an important stake in Libya and currently has proposed a joint Libyan pipeline with a capacity of 300,000 barrels per day. This would be built in cooperation with Amerada, Continental and subsidiaries of Standard Oil of New Jersey and Texas Gulf Producing. Bids have been obtained but contracts have not been let, awaiting approval by the Libyan Government. It is estimated that it will take approximately 1½ years to complete this pipeline after necessary government approval is obtained.

(8) Among many other efforts that the company is making to develop markets for this new Libyan production, Ohio has proposed to the Spanish Government the building of a refinery at a cost of $18,000,000, and a daily capacity of over 25,000 barrels. Ohio has proposed constructing this refinery in association with a Spanish company and leading Spanish businessmen and bankers. The application for approval is now pending before the Government of Spain.

One last word on crude oil reserves . . . it is cheaper by far to "drill for oil on the New York Stock Exchange" than it is to prospect for oil at today's enormously increased development costs. Oil experts agree that the proven resources of a company such as Ohio could not conceivably be developed at a figure even remotely commensurate with what it costs to buy them, when you buy the common stock of Ohio Oil.

(9) Here are a few pertinent statistics:

(a) Ohio, which originally came out of the Standard Oil of New Jersey complex when it was broken up in the early 1900's, produced in 1959 40,000,000 barrels of crude oil (net), sold approximately 720,000,000 gallons of gasoline and 110,000,000,000 feet of cubic gas.

(b) Since 1955 cash flow has averaged about $5.50 per share and earnings have fluctuated between $3.16 and $2.45 with earnings of $2.76 in 1959. Thus far in 1960 cash flow has remained constant but six months' earnings for 1960 of $1.28 versus $1.41 for the same period last year would indicate the probability of somewhat lower earnings in 1960 as a result of the higher level of exploratory and development activities.

(c) With a dividend of $1.60 the investor obtains a yield of approximately 5% while waiting for the improvement in the oil industry in general and while waiting to benefit from the numerous potentialities of Ohio Oil including the vast profit possibilities inherent in Libya.

(10) Finally I am impressed by the new and progressive philosophy of the management. Since 1948 the company has embarked on a broad development program outside the U. S. and Canada which has increased its stature as well as its profit potentialities. And, by balancing production and refining and increasing marketing outlets, the company has strengthened materially its position in the oil industry.

The stock is listed on the New York Stock Exchange.

Joins Lester, Ryons

(Special to THE FINANCIAL CHRONICLE)

LOS ANGELES, Calif. — Merrill W. Kennedy has joined the staff of Lester, Ryons & Co., 621 South Hope Street, members of the New York and Pacific Coast Stock Exchanges. He was formerly with Marache, Dofflemyre & Co.

Three With Josephthal

(Special to THE FINANCIAL CHRONICLE)

BOSTON, Mass.—Eva Amolsky, James P. Smith and Elias A. Stein have joined the staff of Josephthal & Co., 19 Congress Street. All were formerly with du Pont, Homsey & Company.

United Investors

United Investors Securities Corporation has been formed with offices at 60 East 42nd Street to engage in a securities business. Officers are Harry Seeve, President; Louis P. Nestle, and Albert L. Kanter, Vice-Presidents; Paul Safro, Treasurer; and Samuel M. Pollard, Secretary.

Great S. W. Distribution

BATON ROUGE, La. — Great Southwest Distribution Corporation has been formed with offices at 8149 Florida Street to engage in a securities business. John C. Shamy is a principal.

With Union Service

F. Leslie Rowe has joined Union Service Corporation, 65 Broadway, New York City, as a senior securities analyst assigned to the aircraft, retail trade and food industries, according to Francis F. Randolph, Chairman and president.

Prior to joining Union Service, Mr. Rowe was a senior investment analyst for Investment Management Company, in Elizabeth, N. J. Earlier in his career he was employed in the same capacity by a large New York City investment firm and by Home Life Insurance Company. He is a member of the New York Society of Security Analysts.

When Federal Spending Is a Good Investment

By Roger W. Babson

Higher Federal expenditures, according to Mr. Babson, are bound to occur regardless of the election results. We must keep the budget balanced, he adds, and pay necessary tax increases cheerfully. Now en route back to the United States from Europe, Mr. Babson comments on Federal spending in terms of its size, variety and investment character.

EN route home. The direct debt of our Federal Government today, for which government bonds or short-term bills are issued, is approximately $240 billion.

When You Buy Government Bonds

This means that when you buy a government bond as the best possible security, you should realize that many billions in these bonds have been issued. They are looked upon by banks, educational institutions, and other investors like yourself as the safest place in which to have one's money, but it is not generally realized how many such bonds are outstanding. It is as if you were buying shares of stock in a corporation and looked only at the price without giving any attention to the number of shares issued.

In addition to these bonds, the government has also guaranteed billions of dollars in other fiscal obligations. These are known as "contingent liabilities," such as the guaranteed home mortgages, loans to farmers, aid to colleges, hospitals, veterans, etc. Although the U. S. is the greatest country in the world, it is very generous and extravagant. Furthermore, if we should go into a depression, the Federal Government would take on some liabilities of states, municipalities, farmers, veterans, and many business concerns in order to prevent bankruptcies.

The U. S. Has Many Good Investments

All of the money being spent on armaments is not spent on missiles and other forms of explosives. When I visited Cape Canaveral in Florida and saw one of the missiles explode (all of us were in an underground vault watching via television), I saw a million dollars evaporate in a few seconds. This is not true of many military expenditures. The radar system which encircles this country to give us advance notice of enemy bombers is a good investment — as are also our nuclear submarines, airplane fields, highways, etc.

I recently visited Washington, D. C. and was astonished to find that our Federal Government is building the largest and best airfield in the world. It is primarily for jet planes, and has runways two to three miles in length. War or no war, this is surely a good investment. This airfield is about 20 miles from Washington and the government is building a straight new highway from the airfield to the center of Washington. But this is not all. Some 12 miles south of the airfield is planned a most elaborate electronic control center on 20 acres of land.

This control center will look like an ordinary two-story office building in front, with walls of glass and stainless steel. Behind it will be a high building which will look like a mammoth safe-deposit box with cement walls 16 inches thick. There will be emergency living accommodations in the basement for the workers. In addition to the cost of the land and the building, it is said that the electronic devices therein will run over $3 million. No structure will stand a direct hit from an atomic bomb. But while it is believed that a bomb from an airplane or a missile from some Russian satellite could destroy Washington, it would not necessarily harm these buildings or the people and machinery therein. The only danger would be the fallout. To eliminate this there will be tanks on the roof which will hold 100,000 gallons of water, which, in two hours, would clear the roof of any contamination from fallout. I understand that mammoth airfields and structures similar to this are planned for areas near all the largest cities.

Regardless of what is said in Congress or by Presidential candidates, we should realize that expenditures have to increase rather than decrease. A tremendous effort must be made to keep the budget in fair balance in order to protect our gold supply and our credit abroad. The U. S. dollar must be kept sound as a means of protection. It is foolish to talk about reduced taxes. With the exception of reducing foreign aid and help to farmers, veterans, and other large and politically strong groups, we are bound to have higher Federal costs and higher direct and indirect taxation. Let us pay these increased taxes cheerfully and thank God we are living in the U. S. instead of anywhere else in the world.

De Rensis & Co. Sells Vulcatron Common Stock

P. De Rensis & Co., Inc. of Boston, via a June 2 prospectus publicly offered 100,000 shares of this company's common stock (par $1) at $3 per share.

Net proceeds to the company from the sale of the stock offered will aggregate approximately $224,000 after deducting expenses of $16,000. The proceeds will be used in order of priority indicated: machinery and equipment—$75,000, setting up plant and equipment—$10,000, working capital—$139,000.

The company was incorporated under the Laws of the State of New Hampshire on Feb. 29, 1960. It has not yet commenced operations.

It proposes to manufacture, design and distribute boys' shoes (sizes 1 to 6) made by the Vulcatron methods, which involve the manufacture of shoes by attaching either a rubber or Neolite type outsole to an upper by high pressure vulcanization.

No definite arrangements for distribution of the product have been entered into, but the company expects to distribute its shoes to established public markets through discount houses, department stores, mail order houses, retail stores and/or jobbers.

The total authorized capital stock is as follows:

Two hundred shares of preferred stock (par $100) payable at the rate of 7% per annum and callable at $110 per share and accrued dividends on 30 days' notice. The preferred stock is not being offered publicly and has all been previously issued for cash.

Two hundred and fifty thousand shares of common stock (par $1).

Ten thousand warrants giving the holder of each warrant the right to purchase one share of stock at the issue price of $3 per share, at any time after 13 months from the date of issue, but no later than 10 years from said date.

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unemployment rate would have been smaller.

Income and Sales

Personal income rose to a new high in August, although the increase was less than 1/10 of 1%, seasonally adjusted. Income derived from the private sector of the economy actually declined. Wage and salary income in the manufacturing industries fell almost 1½%, reflecting the decrease in automobile and other manufacturing employment as well as a shorter workweek (seasonally adjusted) and a slight drop in hourly earnings. (The latter was attributable to reduced overtime and to some shift in employment from high- to low-paying industries.) An expansion of wages and salaries in the service and distributive industries, and increases in dividends and personal interest income almost offset the decline in manufacturing wages and salaries. Concomitantly, farm income again moved lower. An increase in government wages and salaries, resulting partly from a Federal Government wage rise that became effective during July, and an increase in transfer payments, mostly through a rise in unemployment insurance benefits, accounted for a sum considerably larger than the size of the total August gain in personal income.

Retail sales in August, according to the advance report, were practically unchanged from July. The apparent stability in retail sales resulted primarily from increased sales of automobiles above the low July figure, stimulated by sizable price reductions made by dealers in order to cut their large stocks of 1960 models. Dealers were assisted in this effort by automobile manufacturers, who in August began to grant special, large premiums and bonuses. Consumer purchases other than automobiles were lower than in July. During the early weeks of September, the number of automobiles sold fell below August levels, but this may have been no more than the usual seasonal drop. Department store data suggest, however, that purchases of other types of consumer goods declined again in September.

Construction and Capital Expenditures

On the other hand, spending may be picking up in another important sector, residential construction. Interest in the building of new homes, which had appeared particularly weak in July, seemed to strengthen somewhat in August. Housing starts rose, following sharp declines in June and July. In addition, applications for FHA-insured mortgages and requests for VA appraisals increased. This could presage a long-awaited upturn in housing outlays, although the FHA and VA series are so erratic that it is hazardous to draw conclusions on the basis of changes over one month. Housing outlays, which include expenditures on additions and repairs as well as on new buildings, continued downward meanwhile, slipping in August and slightly further in September.

Business spending on plant and equipment has been leveling off, presumably as a result of reduced profit margins, idle capacity, and uncertainty about future demand. The latest joint survey by the Department of Commerce and the Securities and Exchange Commission, taken in late July and August, indicated that businesses planned to invest in fixed capital 2% more (seasonally adjusted) in the third quarter than they actually spent in the second quarter. And they expected to hold spending in the fourth quarter to the third-quarter level. In the manufacturing sector alone, plans were for a slight decrease in the third quarter, followed by an increase of somewhat larger magnitude in the last quarter.

These projections fall short of earlier plans, just as the actual expenditures in the second quarter were somewhat below previously stated intentions. In the past history of the survey, when plans have been revised downward, actual expenditures have usually fallen even lower. This may happen again. Such an eventuality is also suggested by the National Industrial Conference Board's recent survey of plant and equipment appropriations, which usually precede expenditures by some months. Appropriations by the companies covered in the survey reached a peak in the fourth quarter of 1959 and then fell rather sharply in the first two quarters of 1960.

On the whole, however, August and September have continued to demonstrate the influence of mixed forces, providing no firm basis for expectations of a major move, either upward or downward, in the immediate future.

Bank Clearings for Oct. 8 Week Will Be 19.2% Above 1959 Week

Bank clearings this week will show an increase compared with a year ago. Preliminary figures compiled by the *Chronicle* based upon telegraphic advices from the chief cities of the country, indicate that for the week ended Saturday, Oct. 8, clearings for all cities of the United States for which it is possible to obtain weekly clearings will be 19.2% above those of the corresponding week last year. Our preliminary totals stand at $28,873,969,447 against $24,216,118,292 for the same week in 1959. At this center there is a gain for the week ending Friday of 26.1%. Our comparative summary for the leading money centers for the week ended Oct. 8 follows:

Week End. Oct. 8—	(000s omitted) 1960	1959	%
New York	$15,749,807	$12,491,890	+26.1
Chicago	1,309,476	1,175,794	+11.4
Philadelphia	*1.200,000	1,064,000	+12.8
Boston	849,210	742,159	+14.4

*Estimated.

Steel Market Is Slightly in Better Tone Due to the End of Inventory Cutbacks and Some New Orders

The inevitable end of inventory cutbacks, backed up by a small improvement in new orders, gives the steel market a slightly better tone this week, *The Iron Age* reports.

The magazine cautions the improvement may be more psychological than real. The order upturn is scarcely seasonal and may be another false start. The inventory factor is statistical, and few instances of inventory rebuilding are noted.

Nevertheless, many analysts contend the only thing working for an order improvement is the over-all level of steel inventories. Here is how the inventory picture looks:

Market analysts believe from 2½ to 4½ million tons of steel were liquidated in the third quarter. This means much more was consumed than shipped. If liquidation ended now, it could mean that from 2½ to 4½ million more tons of steel would be shipped in the fourth quarter than the third, just to keep up with steel consumption.

However, the inventory analysis does not show where inventories are located. In other words, with much of metalworking on a recession basis, even depleted inventories do not necessarily mean an upturn in new orders.

Steel orders are now up to the rate of steel operations. This means the improvement does not mean a significant change in steel operations.

And even the statistical gain expected from inventories can be discounted to some extent. Consumption of steel is declining in some major steel-using areas. Construction is one market where the seasonal decline is expected to cut into sales, although some new orders for plate and structurals indicate the inventory bottom has been reached.

It now looks like steel operations will hover in the 50's (as a percent of capacity) for some time. None of the major steel consuming industries is likely to experience the kind of business improvement that would mean a major rush of new orders of the size to affect operations significantly.

Cautious Buying Slows Steel Upturn

Worries about recession, global war, and November elections are keeping many steel buyers out of the market and slowing the pace of business, *Steel*, the metalworking weekly, said.

Metalworking executives are reappraising the economy and asking themselves whether they should go ahead with spending plans. Consumers are worrying about layoffs and wondering whether to buy cars and refrigerators now.

Unless there's a quick pickup in retail car sales, October production schedules may be sharply curtailed, *Steel* said. Chrysler Corp. has already announced cutbacks at some of its Ohio plants. Ford Motor Co. and General Motors Corp. are still talking about big fourth quarter output, but they're not going overboard on steel buying.

In the farm equipment industry, makers are delaying steel purchases until they see who moves into the White House. They want to size up the new farm program.

No sharp decline in capital equipment sales is expected by equipment builders, *Steel* reported. In a survey, it found builders optimistic because of a huge volume of inquiries which they think represents serious buying intentions.

They look for sales of machine tools, presses, foundry equipment and welding equipment to be up in the fourth quarter, as compared with the third. They expect orders for heat treating, material handling, and steel mill equipment to remain at the current level.

Steel mills last week operated at 52.6% of capacity, down 2.1 points below the previous week's revised rate. Output: About 1.5 million ingot tons.

A strike by trainmen serving the Lackawanna plant of Bethlehem Steel Co. reduced operations to 9% in the Buffalo district and pulled down the national rate.

Iron ore stocks are near their winter level, so the Great Lakes ore fleet may tie up by mid-November, or earlier, this year, *Steel* said. The fleet operated until mid-December last year.

The magazine looks for an ore stockpile of about 55 million net tons by April 1, 1961. Ore stocks totaled 70.5 million net tons on Sept. 1 and receipts from Sept. 1 through April 1 are estimated to amount to about 42 million net tons. Steel mills are expected to consume about 57.5 million tons in those seven months, with the ingot rate averaging between 60 to 65% over the winter months.

Scrap prices, once regarded as a barometer of steel industry operations, fell last week amid signs of a modest upturn in steel buying. *Steel's* composite price of No. 1 heavy melting grade dropped 66 cents to $30.67 a gross ton—the lowest quotation since September, 1954.

Scrap may be a false prophet now, but it gave a better clue to the future in June and July (by refusing to go up) than industry spokesmen who predicted September would bring a strong recovery in steel.

This Week's Steel Output Based On 54.6% of Jan. 1, 1960 Capacity

The American Iron and Steel Institute announced that the operating rate of the steel companies will average *96.9% of steel capacity for the week, beginning Oct. 10, equivalent to 1,556,000 tons of ingot and steel castings (based on average weekly production of 1947-49). These figures compared with the actual levels of *94.7% and 1,522,000 tons in the week beginning Oct. 3.

Actual output for last week beginning Oct. 3 was equal to 53.4% of the utilization of the Jan. 1, 1960 annual capacity of 148,570,970 net tons. Estimated percentage for this week's forecast based on that capacity is 54.6%.

A month ago the operating rate (based on 1947-49 weekly production) was *94.0% and production 1,510,000 tons. A year ago the actual weekly production was placed at 368,000 tons, or 22.9%. At that time the industry was virtually closed down due to a strike of the steel union.

*Index of production is based on average weekly production for 1947-49.

Electric Output 4.9% Above 1959 Week

The amount of electric energy distributed by the electric light and power industry for the week ended Saturday, Oct. 8, was estimated at 13,725,000,000 kwh., according to the Edison Electric Institute. Output was 54,000,000 kwh. below that of the previous weeks' total of 13,779,000,000 kwh. but showed a gain of 639,000,000

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kwh., or 4.9% above that of the comparable 1959 week.

Auto Production May Rise 65% In October Over September

Auto output is expected to skyrocket 65% over September in October, *Ward's Automotive Reports* said.

The statistical agency said that U. S. manufacturers, however, must rapidly accelerate production to match the October estimate of 673,000 cars.

Ward's said that an average of 168,250 cars must be assembled weekly to equal the projection for October.

In September, as 1961 model production picked up momentum, an average of about 101,920 cars were built weekly. All-told, 407,685 units were produced in September.

If the forecast is attained, October production would top February, 1960, when 659,323 cars were turned out. But it would not exceed January, 1960, when 688,731 cars were built, *Ward's* said.

Meantime, *Ward's* said that car output rose 5% this week over last week. General Motors and Ford Motor Co. lightly boosted their production programs.

An estimated 140,940 cars were produced this week compared with 134,118 a week ago and 118,793 in the same week last year.

American Motors and 11 of the 17 Ford Motor plants followed a six-day routine this week. All other plants worked five days except Chrysler Corp.

Last Monday, four of the seven Chrysler car plants were closed. Chrysler was setting up new work schedules as it began to lay off about 5,000 workers. Some 3,500 employes were affected in the Detroit area.

Next week, all Chrysler Corp. plants are scheduled to resume normal five-day operations.

Car Loadings 10.4% Above Corresponding 1959 Week

Loading of revenue freight for the week ended Oct. 1, 1960, totaled 631,645 cars, the Association of American Railroads announced. This was an increase of 59,293 cars or 10.4% above the corresponding week in 1959, which was affected by the nationwide strike in the steel industry, but a decrease of 45,980 cars or 6.8% below the corresponding week in 1958.

Loadings in the week of Oct. 1 were 14,010 cars or 2.3% above the preceding week.

All districts reported increases compared with the corresponding week in 1959 except the Southern. All districts reported decreases compared with the corresponding week in 1958 except the Southwestern.

There were 11,891 cars reported loaded with one or more revenue highway trailers (piggyback) in the week ended Sept. 24, 1960 (which were included in that week's over-all total). This was an increase of 2,775 cars or 30.4% above the corresponding week of 1959 and 5,313 cars or 80.8% above the 1958 week.

Cumulative piggyback loadings for the first 38 weeks of 1960 totaled 402,735 for an increase of 102,934 cars or 34.3% above the corresponding period of 1959, and 211,393 cars or 110.5% above the corresponding period in 1958. There were 55 Class I U. S. railroad systems originating this type traffic in the current week compared with 50 one year ago and 40 in the corresponding week of 1958.

Business Failures Climb Again in Week Ending Oct. 6

Commercial and industrial failures climbed to 343 in the week ended Oct. 6, rebounding from their dip to 304 in the previous week, reported Dun & Bradstreet, Inc.

At the highest level in 16 weeks, casualties exceeded considerably the 274 and 271 which occurred in the comparable weeks of 1959 and 1958. As well, 23% more concerns failed than in the similar week of pre-war 1939 when the toll was 279.

Failures involving liabilities of $5,000 or more rose to 303 from 281 in the preceding week and 240 a year ago. There was a marked upturn among small casualties, those under $5,000, to 40 from 23 a week earlier. Liabilities ran above $100,000 for 46 of the businesses failing during the week as against 35 last week.

Most of the week's increase centered in retail trade where the toll climbed to 168 from 143. Milder upturns prevailed in commercial service, up to 38 from 29, and in wholesaling, up to 36 from 25. Contrasting declines occurred among manufacturers whose toll fell to 46 from 51 and among construction contractors, off to 55 from 56. More businesses succumbed than a year ago in all industry and trade groups except manufacturing.

Six of the nine major geographic regions reported heavier casualties in the week just ended. The toll in the Pacific States climbed sharply to 93 from 64 in the preceding week, in the East North Central to 61 from 53, while the Middle Atlantic toll edged to 99 from 97. The only week-to-week declines appeared in the New England, South Atlantic, and West North Central States. Failures equalled or exceeded last year's levels in all regions except the West South Central States. In both the Mountain and Pacific Regions, casualties were half again as numerous as a year ago.

Wholesale Food Price Index Down Slightly in Latest Week

After two successive increases, the Wholesale Food Price Index, compiled by Dun & Bradstreet, Inc., dipped slightly in the latest week, but was up moderately over a year ago. On Oct. 4 it declined to $6.01 from the week earlier $6.04, the 1960 high. The current level was up 2.0% over the $5.89 of the corresponding date last year

Moving higher in wholesale cost this week were wheat, corn, rye, cottonseed oil, tea, eggs and hogs. Lower in price were flour, barley, hams, lard, butter, potatoes, raisins, prunes and steers.

The Dun & Bradstreet, Inc. Wholesale Food Price Index represents the sum total of the price per pound of 31 raw foodstuffs and meats in general use. It is not a cost-of-living index. Its chief function is to show the general trend of food prices at the wholesale level.

Promotions and Cool Weather Stimulate Retail Trade

Extensive sales promotions and clear, cool weather in many areas spurred consumer buying in the week ended this Wednesday, Oct. 5, and the total dollar volume of retail trade was up moderately from a year ago. The best gains from last year were registered in apparel, furniture, draperies, and new passenger cars. While volume in linens and television sets matched that of the similar 1959 week, the call for used cars and major appliances was down somewhat.

The total dollar volume of retail trade in the week ended this Wednesday was unchanged to 4% higher than a year ago, according to spot estimates collected by Dun & Bradstreet, Inc. Regional estimates varied from the comparable 1959 levels by the following percentages: Middle Atlantic +3 to +7; New England and Mountain +1 to +5; East North Central, South Atlantic, and East South Central 0 to +4; West North Central and West South Central —2 to +2; Pacific Coast —4 to 0.

Nationwide Department Stores Sales Up 4% From 1959 Week

Department store sales on a country-wide basis as taken from the Federal Reserve Board's index for the week ended Oct. 1, 1960, show an increase of 4% over the like period last year. In the preceding week for Sept. 24, an increase of 2% was reported. For the four weeks ended Oct. 1, no change was reported. The Jan. 1 to Oct. 1 period showed a 2% increase.

According to the Federal Reserve System department store sales in New York City for the week ended Oct. 1 were 11% above the like period last year. In the preceding week ended Sept. 24, sales were 4% above the same period last year. For the four weeks ending Oct. 1 a 4% increase was reported over the 1959 period, and from Jan. 1 to Oct. 1 there was a gain of 6% above the level achieved in the 1959 period.

Consumer Fin. Ass'n Elects

PHILADELPHIA, Pa.—Harold E. MacDonald of Chicago, President of Household Fiannce Corp., was

Harold E. MacDonald

elected President of the National Consumer Finance Association for 1960-61 at the annual business meeting.

Sidney Coe to Join Nationwide

COLUMBUS, Ohio — Sidney W. Coe, a Vice-President of Irving Trust Company in New York City, has accepted the position of Financial Vice-President for Nationwide Insurance. It is a new position created to supplement the rest of Nationwide's financial offices.

Mr. Coe will assume his new duties Nov. 1, after taking an early retirement from Irving Trust. He has been with the banking concern since 1932, and a Vice-President since 1940, most recently as administrative head of the Wall Street Division.

With National Securities

SAN FRANCISCO, Calif.—John W. O'Neill has joined National Securities & Research Corporation as resident manager in northern California and Nevada, it was announced by E. Waln Hare, Vice-President.

In his new position, Mr. O'Neill will work under the direction of Rufus Lee Carter, Vice-President in charge of the Pacific Coast territory.

For the past 15 years, Mr. O'Neill has been associated with leading investment firms in the San Francisco Bay area.

W. J. Firmin Opens

TRENTON, N. J. — William J. Firmin is conducting a securities business from offices at 703 Bunker Hill Avenue.

THE MARKET . . . AND YOU

BY *WALLACE STREETE*

The stock market drifted through some more definitely undistinguished sessions this week. The combination of overriding interest in the baseball windup, little change in the business news and no startling assists from the monetary authorities, kept Wall Street about as cautious as it has been in many months.

For the technicians the big debate was whether prices were at or approaching bargain levels, or at least a plane where some cautious reinvestment might be warranted. And here the views diverged widely. Some of the students of the classical approach were looking for a roaring bear market, with what favorable signs that have appeared being termed merely the same ones that have lulled the bulls in previous market downturns.

The Optimistic School

There was an equally strident school that maintained much of the bad work was already over. To this clan, the continued high level of business operations generally, excluding the well-known steel doldrums and big question marks about auto operations, and the certainty that defense expenditures will continue heavy, mitigated strongly against anything approaching a full-scale recession.

One facet about the current business situation that has been given undue notoriety, as far as the economists are concerned, is the clearcut pinch on profits despite high sales. And here their feeling is that businessmen generally are acting vigorously to correct the lack of profits in the face of high operations, with the results likely to be apparent in the final quarter. This, again, would be a brake on any continued stock market slide if the reasoning is correct.

For those who sail along strictly "by ear," the widespread realization that business isn't bubbling along to new peaks is merely evidence that the worst is over since widespread fears crop up normally only at the end of the slide.

An admitted fact that bolsters the constructive view is that there is no dearth of investment money around, and it can be counted on to move into promising situations despite the official views that are based mostly on averages. Certainly, there is no shortage of individual situations that warrant recommendation from the many researchers and analysts combing through the list.

Oils Recession Completed?

Oils, for instance, have little reason to slide downhill drastically since they have staged their own private recession for many months and there is some evidence that their profit picture is changing for the better although without anything startling. Certainly the profit-comparisons in the oil business will show well-maintained profits in contrast with the pinch in other lines. Bolstering sentiment toward the oils, too, were many tales of large investor interest in this section which was the darling of investors in the immediate past-War II period, before it fell out of favor after the Suez Crisis.

Cities Service, for a specific item in the group, in June was at its lowest level since 1954. Gone was its climb to above 70 in 1956. Lately it has steadied above the low of 39 to where, at current levels, it shows a yield of around 5½% on the cash dividend, with no reason yet to believe that the additional 2% stock declared each year since 1954 will be omitted this year. The evidence would indicate little reason for one of the largest firms in the industry to go into any drastic bear market slide at the moment.

Cities Service has a strong financial position, earnings that should edge slightly over the results of last year, sales that are bumping the billion dollar level and good prospects from its expansion in petrochemical fields through its large production of natural gas.

The old depression hedge used to be the food shares since, as the adage went, "people have to eat." And even in the face of good price action elsewhere in the food section, Great Atlantic & Pacific has been considerably short of being a skyrocket. From the peak of 59 in 1958, A. & P. shares have slipped to where they were about half that price at this year's low and have shown little buoyancy since. Food prices were a bit heavy last year and A. & P. was troubled with strikes in the industry, but these were temporary considerations now largely corrected so this year's earnings picture ought to be a better one. A. & P. offers an average yield on its $1 dividend which, also, is expected to be larded with a stock dividend, so that it is far from being unattractive since the giant of the industry seems assured of participating in the increased food requirements of an expanding population. Pessimism over its outlook doesn't seem warranted.

Interesting Entertainment Item

Entertainment activity is not in any serious jeopardy at the moment. And among the wares of the New York Stock Exchange is MCA, Inc., which is not too well known but is the leading producer of television film series. It is the old Music Corp. of America which started out as an artists' agency, deriving its important funds from commissions.

Such a field, with the swiftly changing popular fads, was hardly conducive to investment analysis. But MCA has changed its format to where more than 83% of its income now comes from its activities in handling, and producing television films, with its talent agency work producing only a shade over 15% of the total.

MCA, being dividendless since its first offering last fall, is not a yield item. But it is shrewd when it comes to profits. Its handling of Paramount Pictures' old films after acquiring them for $35 million plus additional payments depending on the profits it realizes, has already brought around $60 million into the coffers according to some authoritative estimates. It acquired a studio from Universal-International for $11¼ million, for which it is assured a minimum of $10 million in rental from Universal, in addition to freeing it from renting its own space. So the investment in time will be largely returned without taking into account the value of the real estate holding. Its revenues jumped from less than $15 million in 1954 to $47½ million in 1958, nearly $57 million last year and are in position to exceed that latter figure this year as its expanding participation in the field shows no sign of letting up.

Anti-Recession Issue

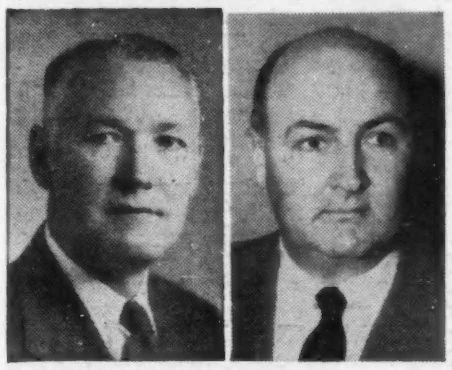
Gillette is benefiting from its new, highly-promoted shaving blade, much in the same fashion that Lorillard did with one new brand of cigarettes that proved to be a market sensation a few years back. And its razor blades are estimated to produce only half of total sales, so it is not dependent on a single item in one field. There has been no profit pinch here, and a 13% jump in sales for the first half of this year was

translated into an earnings hop of 21%. Its growth record is impressive, sales of less than $91 million in 1949 increased to $200 million in 1956 and a goal this year of $230 million. And profit-wise it was rated first by one magazine's rating of companies turning in the highest rate of profit on invested capital in the 1959 tabulation. It is not an item that seems to fit any recessionary definition.

[The views expressed in this article do not necessarily at any time coincide with those of the "Chronicle." They are presented as those of the author only.]

First Michigan NYSE Member

DETROIT, Mich.—First of Michigan Corporation, a 27-year-old Michigan investment banking firm, has been admitted to membership in the New York Stock Exchange, W. Sydnor Gilbreath, Jr., President, has announced.



W. S. Gilbreath, Jr. D. H. Callaway, Jr.

"In joining the New York Stock Exchange," Mr. Gilbreath said, "First of Michigan Corporation completely rounds out the investment service which the company renders to all types of investors. Active in the stock business since its beginning in 1933, First of Michigan Corporation has been a member of the Detroit and Midwest Stock Exchanges."

Founded during the depths of the depression, by men who had had many years of experience in the investment business, First of Michigan Corporation had increased its annual sales volume from $10,782,000 the first year to $191,000,000 in 1959, exclusive of government bonds. During the 27-year period it has distributed in excess of $2,000,000,000 in securities. The 20 senior men in the firm have investment experience averaging 35 years.

Main offices of First of Michigan Corporation are in Detroit. Other offices are located at Two Wall St., New York, with Senior Vice-President David H. Callaway, Jr. as resident manager; in the Field Building, Chicago, with Vice-President G. L. Barrowclough as resident manager; in Columbus, Ohio, and in eight Michigan cities.

First of Michigan Corporation is an associate member of the American Stock Exchange and a member of the Midwest Stock Exchange and the Detroit Stock Exchange.

Special Research Service, Clearing and floor representation will be handled by their New York correspondent, Clark, Dodge & Co., Inc., founded in 1845.

Coincident with the election to membership in the New York Stock Exchange, Mr. Gilbreath also announced that the total capital of First of Michigan Corporation will be approximately $1,750,000 and that plans call for relocation of its offices to the entire twelfth floor of the Buhl Building in Detroit. The firm was tied for ninth in the number of municipal issues managed and twenty-fourth in the total amount of these issues in the second-quarter of 1960, according to the Investment Bankers Association *Statistical Bulletin* for September, 1960.

Union Texas Stock Offered

Public offering of 150,248 shares of class A stock and 75,124 shares of class B stock of Union Texas Natural Gas Corp. was made on Oct. 7 by a group headed by Carl M. Loeb, Rhoades & Co., Merrill Lynch, Pierce, Fenner & Smith Inc., and Smith, Barney & Co. Inc. The stock of both classes is priced at $24 per share.

The class A and class B stocks are identical except in respect to voting rights, the class B stock having exclusive voting rights with certain exceptions.

The offering does not represent new financing by the company and no part of the proceeds from the sale will be received by Union Texas. The shares are being sold by a number of stockholders who after the sale will continue to hold a large number of shares of both classes of stock.

Union Texas is engaged in the production of natural gas, condensate and crude oil, and in the extraction of natural gasoline and liquefied petroleum gases from casinghead gas and natural gas. The company is an independent producer with producing properties in Louisiana, Texas, Kansas, Oklahoma, Canada, Argentina and Venezuela. Most of its gas is sold to gas transmission companies, while its condensate and crude oil are sold to pipelines or refineries owned by other companies.

On Aug. 30, 1960 the company entered into agreements to acquire certain oil and gas properties of Anderson-Prichard Oil Corp. The effective date of the agreements is Nov. 1, 1960.

Gross revenues of Union Texas for 1959 were $78,390,000 and net income was $18,238,000. The results for 1959 include operations of Texas Natural Gasoline Corp. which was merged with the company on March 3, 1960.

Capital structure of the company as of June 30, 1960 consisted of $39,515,815 long-term liabilities; 4,696,428 shares of class A stock; and 2,347,182 shares of class B stock.

Joins Amos Sudler

(Special to The Financial Chronicle)

DENVER, Colo. — Maurice S. Thomas is now with Amos C. Sudler & Co., 818 Seventeenth St.

Sudler Adds Three

(Special to The Financial Chronicle)

DENVER, Colo. — Edward D. Erickson, Allen L. Markman and Robert F. Parker have been added to the staff of Amos C. Sudler & Co., 818 Seventeenth Street.

Joins United Securities

(Special to The Financial Chronicle)

GREENSBORO, N. C.—Benjamin T. Ward has become associated with United Securities Company, Southeastern Building.

Opens Inv. Office

(Special to The Financial Chronicle)

LOS ANGELES, Calif. — Miriam Dubain is engaging in a securities business from offices at 444 South Vermont Avenue.

Our Reporter on
GOVERNMENTS

BY JOHN T. CHIPPENDALE, JR.

The announced plans of the Treasury to raise $3,000,000,000 of new cash and, at the same time, to refund $1,500,000,000 of the $2,000,000,000 Oct. 17 maturity through the offering of 244-day tax anticipation bills and one-year Treasury bills, respectively, was pretty much in line with money market expectations. The use of short-term obligations for this operation had been widely predicted by followers of the money market. The Government, according to statements made by Treasury officials, will be out of the *new money* raising market for the balance of 1960 and, barring unforeseen developments, will be out of it for the fiscal period of 1960-1961.

The next venture of the Treasury in the market will be the refunding of $7 billion of certificates and $3.8 billion of bonds which come due in November. Of this total the Federal Reserve Banks, Government trust accounts and the public own about the same amount, $5.1 billion for the former and $5.8 billion by the latter. No doubt efforts will be made to extend the maturity of this debt, as well as certain non-marketable savings bonds.

Portfolio Extension Growing

The commitments in intermediate term Government obligations continue to grow, with the addition now of funds that had previously been in common stocks. According to advices, purchases of Government securities with a maturity out as far as 1967 and 1968 are being made by institutions as well as individuals, with the latter shifting a modest part of their funds from short-term issues.

The opinions now appear to indicate the belief is developing that the middle-term Treasury securities will become more attractive with the passage of time. This is expected not only from the standpoint of somewhat easier money market conditions but also because of the enlarging demand which could come from not only the usual investment sources but also from those anticipating other "forward refunding" offers from the Federal Government.

More "Advanced Refundings" Looked For

It seems as though the success of the recent "advance refunding" operation of the Treasury means that it will be repeated again in the not distant future, irrespective of who will be the next President of the United States. In addition, it is believed that a "minor forward refunding" venture might be the next one undertaken by the Treasury. This could involve certain of the intermediate-term issues, especially those that have a rather sizable amount outstanding.

It is reported that quite a few tax switches are being made at this time, with the indications that these portfolio adjustments are being made in order to take profits. The commercial banks are the leaders in this operation and, even though there appears to be a very modest lengthening of maturities in these exchanges, there is no evidence so far that issues with shorter maturities are being sold with the idea in mind of replacing them on a large scale basis with obligations coming due at a later date.

Treasury Bonds in Strong Demand

The uncertain economic conditions are bringing more buyers into selected Government issues even though these commitments have not reached proportions that would mean that a bull market is developing in fixed income bearing obligations. Nonetheless, it seems to be evident that in spite of the larger supply of Governments, corporates and tax-exempt securities, more of these issues are being absorbed by institutional investors.

Some of the money which had been going into common stocks is now being put to work in bonds, with corporates, tax-exempts and Governments coming in for these purchases. In the Treasury list, the World War II 2½s and the 2⅝s of 1965, along with the 3½s of 1990, the 3½s of 1998 and the 3½s of 1980, are the main ones which these institutions are taking into position, and this in spite of indications that the Treasury will consider long-term issues in the November refunding. This does not, however, mean that other Government obligations are not also being bought by these institutions, but their important commitments so far have been principally in the aforementioned obligations.

The sales of Treasury savings bonds to individuals are on the increase, and there is no doubt among money market specialists but what the lessening of the inflation fear and the uncertain business conditions have helped the sales of these obligations. The savings banks in some cases have also reported an increase in their deposits.

3s of 1995 in Demand

There are reports that the purchases of the 3s due in 1995 are being made for several state pension funds and there is evidence that it has not been too easy a job in obtaining this bond. The market does not appear to have much of a floating supply, and those who own this bond are not being easily separated from them.

Three With Copley

(Special to THE FINANCIAL CHRONICLE)

COLORADO SPRINGS, Colo.—Jack McMillion, John D. Ridlehuber and Glenn S. Truitt have become connected with Copley and Company, 409 North Nevada.

NAIC Holding Meeting in N. Y. C.

The General Membership Meeting of the National Association of Investment Companies is being held Oct. 13-14 at the Savoy-Hilton Hotel, New York City.

George K. Whitney

Of special significance is the fact that this year marks two decades since the enactment of the Investment Company Act of 1940 under which the industry has enjoyed its greatest development and growth. G. Keith Funston, President of The New York Stock Exchange; U. S. Senator Harrison A. Williams, Jr., of New Jersey; and the Hon. Edward duCann, Member of Parliament and Managing Director of Unicorn Securities, Ltd., will be among the featured speakers.

The opening-day luncheon will feature a keynote address by Dorsey Richardson, President of The One William Street Fund, and for many years the head of the National Association of Investment Companies which was founded in 1941.

The meeting will mark the formal advent of George K. Whitney, a Trustee of Massachusetts Investors Trust, of Boston, as President of N.A.I.C. succeeding Herbert R. Anderson, President of Group Securities, Inc., New York.

More than 200 financial leaders from all parts of the country have registered for the two-day meeting. A major part of their time and attention will be devoted to workshops on such questions of importance to the industry as Tax, Legal and Legislative Matters, Administrative and Operations Developments, Public Relations and Distribution, and Closed-End Investment Company Operations.

The Association has 159 open-end or mutual fund and 26 closed-end investment company members. They have combined assets in excess of $17 billion. These companies have more than 4.8 million shareholder accounts under their professional supervision.

A highlight of the opening day's meeting will be a press panel composed of leading financial writers and editors who will discuss their coverage and reporting of developments in the investment company industry. Members of the panel will answer questions regarding this coverage and their procedures from the assembled investment company executives.

With Glore, Forgan

(Special to THE FINANCIAL CHRONICLE)

LOS ANGELES, Calif. — Thomas D. Price has become affiliated with Glore, Forgan & Co., 510 South Spring Street. He was formerly with Merrill Lynch, Pierce, Fenner & Smith Incorporated.

With Hornblower, Weeks

(Special to THE FINANCIAL CHRONICLE)

LOS ANGELES, Calif.—David G. S. Ehrhart and Roy H. Ellison have become connected with Hornblower & Weeks, 650 South Spring Street. Mr. Ellison was formerly with Marache, Dofflemyre & Co.

Dempsey-Tegeler Adds

(Special to THE FINANCIAL CHRONICLE)

SAN FRANCISCO, Calif.—Francis J. Dillett, Jr. has become affiliated with Dempsey-Tegeler & Co., John Hancock Building. He was formerly with First California Company.

NEWS ABOUT BANKS AND BANKERS

Consolidations • New Branches • New Offices, etc. • Revised Capitalizations

The Chase Manhattan Bank, New York has promoted Christopher Gerould to Assistant Vice-President in the public relations department, George Champion, President, announced October 6.

Mr. Gerould former new Building Information Officer, has been with the bank since 1954. He was appointed to the Official Staff in 1957.

Also announced was the appointment of three Public Relations Officers. They are Lester J. Brooks, William J. C. Carlin and John R. Meekin. Mr. Carlin, who joined the bank in 1956, was Editor of The Chase Manhattan News from its inception in 1957 and now is in charge of Editorial Services and Stockholder Relations. Mr. Meekin, who has been with the bank since 1958, is in charge of Press Relations.

* * *

Approval was given on Sept. 30 by the Banking Department of the State of New York to the **Bankers Trust Company, New York** for the issuance of 18,000 shares of capital stock thereby increasing the total of issued and outstanding capital stock from $80,599,000, consisting of 8,059,900 shares of the par value of $10 each, to $80,779,000 consisting of 8,077,900 shares of the same par value. Total authorized capital stock is to remain, as heretofore, at $89,600,000 consisting of 8,460,000 shares of the same class and par value of $10 each.

* * *

COMMERCIAL BANK OF NORTH AMERICA, NEW YORK

	Sept. 30, '60	June 30, '60
Total resources	$190,501,207	$181,048,886
Deposits	155,203,477	159,050,043
Cash and due from banks	28,715,584	29,017,665
U.S. Govt. security holdings	46,769,438	43,470,556
Loans and discnts.	98,677,509	92,552,246
Undivided profits	4,321,140	3,548,323

* * *

NATIONAL BANK OF WESTCHESTER, WHITE PLAINS, NEW YORK

	Sept 30, '60	June 30, '60
Total resources	$202,870,000	$171,860,638
Deposits	183,629,000	155,477,115
Cash and due from banks	23,978,000	17,978,859
U.S. Govt. security holdings	77,508,000	47,288,071
Loans and discnts.	95,658,000	84,497,904
Undivided profits	1,713,000	1,760,663

* * *

Charles W. Boote, President of the **First National Bank, Yonkers, N. Y.** since 1954 died Oct. 6 at the age of 86.

He was formerly a counsel of the First National Bank, and later became Vice-President.

* * *

Approval was given by the New York State Banking Department on Sept. 30 to the **Marine Midland Trust Company of Central, New York** to increase its capital stock from $3,250,000 consisting of 325,000 shares of the par value of $10 each, to $4,000,000 consisting of 400,000 shares of the same par value.

* * *

THE FAIRFIELD COUNTY TRUST COMPANY, STAMFORD, CONN.

	Sep. 30, '60 $	Jun. 30, '60 $
Total resources	189 212,823	186,010,048
Deposits	170,750,140	167,176,136
Cash and due from banks	15,972,246	19,220,572
U. S. Government security holdings	38,016,249	37,948,147
Loans & discounts	113,950,341	108,969,097
Undivided profits	1,463,225	1,633,983

* * *

The consolidation of the **Citizens National Bank of Englewood, Englewood, New Jersey,** with common stock of $1,400,000, and **The Bergenfield National Bank and Trust Company, Bergenfield, New Jersey,** with common stock of $300,000 was effective as of Sept. 23. The consolidated bank has taken the title of Citizens National Bank of Englewood, with capital stock of $1,940,000 divided into 194,000 shares of common stock of the par value of $10.

* * *

Commercial Trust Co. of New Jersey, Jersey City, N. J. has completed purchase of the assets of the **Weehawken Trust Co., Weehawken, N. J.** for $2,400,000. Weehawken shareholders will receive 60 cents a share from the transaction.

The Commercial Trust Co. also assumed Weehawken Trust's deposit liabilities.

* * *

The Boardwalk National Bank of Atlantic City, Atlantic City, N. J., has increased its common capital stock, by a stock dividend, from $2,500,000 to $2,750,000 and, by the sale of the new stock, from $2,750,000 to $3,000,000, effective Sept. 28. (Number of shares outstanding —120,000, par value $25.)

* * *

Provident Tradesmens Bank & Trust Co., Philadelphia, Pa. announced plans to merge with the **Collegeville National Bank of Collegeville, Pa.,** subject to approval of shareholders and regulatory authorities. The plan calls for Collegeville holders to receive two shares of Provident Tradesmens stock for each of their shares.

* * *

Stockholders of the **Industrial Trust Co., Philadelphia, Pa.** and the **Perkiomen National Bank of East Greenville, Pa.,** overwhelmingly approved a joint plan of merger at meetings held Oct. 6, it was announced by Samuel Weinrott, President, Industrial Trust Co.

Under the proposed plan shareholders of the **Perkiomen National Bank** will receive 75 shares of **Industrial Trust Co.** stock in exchange for one of theirs.

The combined assets of both institutions, including reserves, will be approximately $53,000,000.

The merger will become effective upon final approval of regulatory authorities.

Industrial Trust Co. maintains eight offices in the Philadelphia area. A ninth office is now under construction at Cottman and Large Streets in the Cottman Bustleton Shopping Center.

* * *

A 50th anniversary dinner will be tendered Francis Stevenson, Head Teller for the **Industrial Trust Co., Philadelphia, Pa.,** Oct. 20.

At that time, he will be presented with a gift of an engraved solid gold watch.

Mr. Stevenson is 66 years old. He joined the **Industrial Trust Co.** family when he was only 16 years old.

* * *

The City National Bank & Trust Company of Columbus, Columbus, Ohio, has increased its common capital stock, by the sale of new stock, from $4,000,000 to $4,500,000, effective Sept. 30. (Number of shares outstanding — 450,000, par value $10.)

* * *

SOCIETY NATIONAL BANK OF CLEVELAND, OHIO

	Sept 30, '60	June 30, '60
Total resources	$422,729,855	$421,355,502
Deposits	383,425,372	384,684,013
Cash and due from banks	41,906,614	44,134,445
U.S. Govt. security holdings	101,121,617	98,187,369
Loans and discnts.	222,518,621	221,571,682
Undivided profits	2,051,702	1,618,024

* * *

The Farmers State Savings Bank, Delta, Ohio, has converted into a national bank under the title of **National Bank of Fulton County, Delta.**

* * *

The Comptroller of the Currency has approved an application of the **First National Bank of Warsaw,**

Warsaw, Ind., and the **Peoples Bank of Claypool, Claypool, Ind.,** to consolidate, taking the title of First National Bank of Warsaw. The date of effect has not been determined.

* * *

John L. Chapman, a Vice-President of the **City National Bank and Trust Company, Chicago, Ill.** died Oct. 7 He was 57 years old.

* * *

The Coles County National Bank of Charleston, Charleston, Coles County, Ill., has received its charter. The President of the new bank will be George A. Edwards, and Kaywin G. McClure will be Cashier. The bank will have a total of $300,000 in capital and surplus.

* * *

The application of **First National Bank of Niles, Niles, Mich.,** to purchase the assets and assume the liabilities of **The Dowagiac National Bank, Dowagiac, Mich.,** has been approved by the office of the Comptroller of the Currency. The date of effect has not been determined.

* * *

Mr. William A. Jackson, who has been named Executive Vice-President, will be succeeded by Howard T. Tumility, as President of the **Southwest Title & Trust Co., Oklahoma City, Okla.**

* * *

THE NATIONAL BANK OF DETROIT, MICHIGAN

	Sep. 30, '60 $	Mar. 31, '60 $
Total resources	1,984,401,745	1,919,966,949
Deposits	1,790,887,122	1,698,250,532
Cash and due from banks	404,865,508	403,689,122
U. S. Govt. security holdgs.	537,387,019	478,569,248
Loans & discts.	776,653,216	773,293,875
Undivid. profits	23,140,377	28,285,984

* * *

The effective date of the consolidation of the **Citizens and Southern National Bank, Savannah, Ga.,** and the **City Bank and Trust Company, Macon, Ga.,** was Sept. 23. It was effective under the charter and title of The Citizens and Southern National Bank, with capital stock of $15,000,000 divided into 1,500,000 shares of common stock of the par value of $10 each.

* * *

By a stock dividend, the **Moultrie National Bank, Moultrie, Ga.,** has increased its common capital stock from $100,000 to $250,000, and, by the sale of new stock, from $250,000 to $300,000, effective Sept. 26. (Number of shares outstanding—30,000 shares par value 10.)

* * *

A charter has been issued by the office of Comptroller of the Currency to the **Security National Bank of Roswell, Roswell, Chaves County, New Mexico.** It will have Wm. A. Hutcheson as President, Kenneth G. Cox as Cashier, and a total of $1,250,000 in capital and surplus.

* * *

By the sale of new stock, **The Colorado National Bank of Denver, Colo.,** has increased its common capital stock from $4,250,000 to $5,000,000, effective Sept. 27 (Number of shares outstanding—200,000 shares, par value, $25.)

* * *

The merger of the **California Bank of Los Angeles, and the First Western Bank & Trust Co., of San Francisco,** sought by Firstamerica since early 1959, would be carried out by intricate stock transactions.

According to the Firstamerica plan, the holding company would purchase 1,000,000 capital shares in a new 65-office bank, at $42.50 a share. Meanwhile, Firstamerica would offer to each shareholder of the merged bank a number of shares in the new bank roughly equal to his holdings in the merged institution, at the same price. And, Firstamerica would offer shares of its own stock in exchange for all shares in both First Western and California Bank that are not owned by the holding company. However, 75% of First Western stock and 97% of California Bank stock are owned by Firstamerica. Thus the exchange rate would be one First Western share for two Firstamerica shares, and two and a half Firstamerica shares for each California Bank share, resulting in each share of First Western being equal to a share of the merged bank, while each share of California Bank is only equal to one and one-quarter shares of the merged bank.

The new bank's officers would be arranged as follows: President, Darwin A. Holway, now Executive Vice-President of First Western; Chairman and Chief Executive Officer. M. F. McMillen, President of First Western; Chief Executive Officer. Frank L. King, Chairman of both Firstamerica and California Bank and California Bank's Chief Executive Officer. The Board would be made up almost entirely from its present Directors of First Western and California Bank.

The consolidated bank would be called **First Western Bank & Trust Co.,** with 118 offices and assets of $1,700,000,000.

Columbia Gas Debs. Offered

Morgan Stanley & Co. and associates publicly offered on Oct. 7 a new issue of $30,000,000 of 5⅛% debentures of the System. The debentures, due 1985, are priced at 101.058% and accrued interest to yield 5.05% to maturity. The debentures were awarded to the Morgan Stanley group at a competitive sale on its bid of 99.82% which named the 5⅛% coupon.

The proceeds from the sale with other funds will be used to finance the corporation's 1960 construction program, which is expected to result in expenditures of approximately $90,000,000. The corporation also expects to repay early in 1961, $55,000,000 of bank loans.

A sinking fund for the debentures provides for the retirement of about 70% of the issue prior to maturity through annual payments of $910,000 beginning in 1962. The initial sinking fund redemption price is 101.05%. The debentures are optionally redeemable at prices ranging from 106.183% to the principal amount.

Outstanding capitalization at June 30, 1960 consisted of $557,971,000 of long-term debt and 30,184,905 shares of common stock of $10 par.

Columbia is an interconnected natural gas system of 16 operating companies and a subsidiary service company. The operating subsidiaries, engaged in the production, purchase, storage, transmission and distribution of natural gas, conduct retail natural gas operations in Ohio, Pennsylvania, West Virginia, Kentucky, New York, Maryland and Virginia. The System also sell natural gas at wholesale to nonaffiliated public utility companies for resale.

For the 12 months ended June 30, 1960 total gross revenues were $499,164,000 and gross income before income deductions was $67,453,000. In the 1959 calendar year gross revenues were $460,918,000 and gross income $62,951,000.

Joins S. P. Kastner

(Special to THE FINANCIAL CHRONICLE)

LOS ANGELES, Calif. — Philip Gardner has become associated with Stuart P. Kastner & Associates, Inc., 1307 Westwood Boulevard. He was formerly with Hayden, Stone & Co.

Joins Copley Staff

(Special to THE FINANCIAL CHRONICLE)

DENVER, Colo. — William B. Gresham has joined the staff of Copley & Co., 818 Seventeenth St. He was formerly with Ladet & Co.

With Cruttenden, Podesta

(Special to THE FINANCIAL CHRONICLE)

DENVER, Colo.—John F. Towell, Jr., is now connected with Cruttenden, Podesta & Co., 818 Seventeenth St.

BANK AND INSURANCE STOCKS

BY LEO I. BURRINGTON

This Week — Insurance Stocks

CONTINENTAL CASUALTY COMPANY, CHICAGO

The stock of Continental Casualty for many years has attracted investors inclined toward long-term holdings in the multiple line insurance field. Continental Casualty's record for earning above average profits on rapid increases in new premium volume and its policy for retaining most of these earnings to ensure stability and future expansion largely account for this stock's favorable appreciation performance. The market price for this quality stock frequently appears high priced relative to the more cyclical insurance stock issues, but an evaluation can be one based on outlook for profits and growth for this type of investment.

In premium volume growth, Continental Casualty continues to lead its competition. An impressive 14% gain was made for the first half of 1960 over a year ago, compared with an increase of some 8% as typical among fire-casualty companies. For the same period Continental's investment income gain, at 20%, was nearly double the industry's performance of around 11%. Consolidated earnings for 1960 are expected to be in the $4-$5 a share range.

Continental, as one of the nation's oldest (in business since 1897) and largest casualty companies, is especially noted for its pioneering role in underwriting accident and health insurance lines. The company entered the fire insurance business through a wholly owned subsidiary, Transportation Insurance Co., in 1938. Operations are conducted in all states, territories and several foreign countries. An extensive branch office and agency network is maintained with the number of agents exceeding 31,000.

Control of National Fire Insurance Company was acquired in 1956 through an exchange of shares; Continental Casualty owned 70.2% of National Fire's 500,000 shares at the end of 1959. National Fire and its wholly owned subsidiary, the Trancontinental Insurance Company, now writes all fire and marine lines for the Continental-National Group. Under Continental's control, National has experienced a healthy turn-about in its underwriting endeavors. Multiple line insurance packages are receiving continued emphasis.

CONSOLIDATED SELECTED STATISTICS—GROWTH AND UNDERWRITING CONTROL

Year	—Net Premiums— Written*	Earned*	Admitted Assets*	Loss Ratio#	Expense Ratio&	Profit Margin
1960**	$181.8	$172.3	$----	67.8%	30.0%	2.2%
1959	358.6	340.7	474.3	63.3	32.0	4.7
1958	299.4	299.4	419.8	63.5	33.9	2.6
1957	298.4	304.4	356.5	67.6	34.2	-1.8
1956	292.7	283.9	342.2	64.9	35.3	-0.2
1955*	196.4	185.1	276.4	58.4	33.4	8.2

**—Six months, June 30.

*—In millions of $; 1955 figures are for Continental Casualty only.

#—Losses incurred to premiums earned.

&—Expenses incurred to premiums written.

For 1959 property lines accounted for 25% and casualty lines the remainder of total premium volume. Fire insurance is the leading property line, while accident and health is by far the dominating casualty line. Pioneer underwriting steps have included its polio policy, its cancer policy, and its "65-plus" hospital-surgical policy for senior citizens, the 5,000 Reserve program. In 1958 export credit insurance was offered. Dental expense coverage also has been offered on a trial basis. Besides aggressive steps in underwriting unusual risks, its thorough merchandising efforts in all standard fire-casualty lines also have led to profitable results.

PER SHARE STATISTICS

Year	Approx. Bid Price Range	Investment Income	Consol. Earnings	Avg. P/E Ratio	Indicated Div.	Approx. Book Val.
1960	78---62	$----	$----	----	$1.20	$----
1959	73---55	2.45	3.89	16.5	1.20	40.63
1958	55---36	2.15	2.49	18.4	0.70	37.92
1957	47---30	1.93	1.27	30.2	0.70	30.59
1956	53---38	1.70	1.00	45.4	0.57	31.09
1955	59---37	1.09	2.30	20.9	0.48	20.42
----	-------	----	----	----	----	----
1949	8--- 6	0.49	1.28	5.4	0.30	10.16

Since incorporation in 1911, Continental Assurance Company has been an affiliate of Continental Casualty. Presently 32.4% of this leading life insurance company's stock is held by Continental Casualty. At mid-year 1960, life insurance in force exceeded $6.5 billion. Growth of Continental Assurance operations has been very dynamic as witnessed by its impressive rise from the smallest to the rank of the sixth largest stock life insurance company in the industry. All forms of ordinary life (except industrial), group life, and accident and health lines are written. Higher earnings for 1960 are anticipated due to improved mortality, a higher rate of return on invested assets, and lower taxes. Earnings equity in the life affiliate for Continental Casualty was about 45c a share in 1959. The statistics presented exclude Continental Assurance.

A combined sales program of "all lines" insurance paid for on a monthly budget plan was put in operation during 1959. Due to the strong participation in the faster growing life and casualty insurance lines, the outlook for Continental Casualty stock is for continued gains. Each share of Continental Casualty represents about one-ninth of a share of Continental Assurance and one-seventeenth of a share of National Fire. Investment policy is conservative with heavy emphasis on tax-free bonds. At the recent price of 75, a yield of 1.6% is obtained on an indicated dividend of $1.20.

Tegtmeyer Co. In New Office

CHICAGO, Ill. — Wm. H. Tegtmeyer & Co. has announced the removal of their offices Oct. 10 to larger quarters at 105 South LaSalle St. William Tegtmeyer, founder and President of the firm, stated that the need to provide greater operating efficiency and better customer service facilities inspired the move from the present location at 39 So. LaSalle St.

W. H. Tegtmeyer

The Tegtmeyer firm, succeeding the firm of Turley and Tegtmeyer, began operations under its present name in 1951. The current move represents the third time since that date that the need for larger facilities has necessitated a move. The new offices, designed by Edward Dart, Architect, have the most up-to-date facilities for servicing both individual and institutional customers.

Ohio Valley IBA Group Meeting

CINCINNATI, Ohio — The Ohio Valley Group of the Investment Bankers Association is holding its annual meeting and election of officers today, Oct. 13.

Guest speakers at the meeting will be James J. Lee, W. E. Hutton & Co., President of the Investment Bankers Association of America, and Murray Hanson, Managing Director and General Counsel for the I. B. A.

Donald C. Power, Chairman of the Board and Chief Executive Officer of General Telephone & Electronics Corp. will speak at the group's dinner.

With Cruttenden, Podesta

(Special to THE FINANCIAL CHRONICLE)

SAN FRANCISCO, Calif.—Ernest M. Dickson has become connected with Cruttenden, Podesta & Co., Russ Building. He was formerly with Kidder, Peabody & Co.

Forrest Moran With Gorey

(Special to THE FINANCIAL CHRONICLE)

SAN FRANCISCO, Calif.—Forrest P. Moran has become associated with Walter C. Gorey Co., Russ Building. He was formerly with Dempsey-Tegeler & Co. and Paine, Webber, Jackson & Curtis.

Garrett-Bromfield Adds

(Special to THE FINANCIAL CHRONICLE)

DENVER, Colo.—Donald J. Hollis has been added to the staff of Garrett-Bromfield & Co., 650 Seventeenth St., members of the Midwest Stock Exchange.

With F. S. Moseley

(Special to THE FINANCIAL CHRONICLE)

PORTLAND, Me. — Albert E. Gibbons, Jr., has become affiliated with F. S. Moseley & Co., 465 Congress St.

PUBLIC UTILITY SECURITIES

BY OWEN ELY

Atlantic City Electric Company

Atlantic City Electric, with annual revenues of nearly $40 million, supplies electricity to 377 communities in a 2,700 square-mile area, comprising a third of the area of New Jersey with an estimated population of 590,000. Principal cities served include Atlantic City, Bridgeton, Millville, Salem, Paulsboro, Penns Grove, Cape May, Clementon and Hammonton.

The area is well diversified, including the resort areas along the ocean, a prosperous farm belt typified by Seabrook Farms, and a manufacturing section which includes makers of plastics, china, glass, and chemicals, as well as the mining of silica sand used principally in glass. With a wide variety of farm crops from one of the richest farm areas in the country, canning and quick freeze plants are an important feature.

The territory is well located for continued growth in relation to Philadelphia and New York markets, easy access to major parkways, bridges, etc., with ample room for expansion. Additional industrial sites are being created by filling in lowlands along the Delaware River. The new National Aviation Facilities Experimental Center, with a payroll of $12 million, has become the leading aviation research and development agency in the country. One of the major area attractions for incoming industry is the supply of efficient native labor.

The company derives 49% of electric revenues from residential customers — a stability factor. Non-resort areas account for 72% of electric usage. Atlantic City appears to be holding its own well with other resort areas; 14,000 modern motel units have been added in recent years. The city is a Convention center and the large Convention Hall has recently been renovated at a cost of $3.5 million.

Development of a large area of meadow land for useful purposes by pumping sand in as fill will increase the usable land area of the city of Atlantic City by about one-third. Approximately 130 of the 700 acres have already been filled and construction of a Catholic high school and a Catholic hospital are scheduled to start in 1961 in this improvement project. The overall plan of the development also includes a large shopping center and hundreds of homes.

Area growth has been rapid and the company's revenues have doubled in the past seven years. The management is planning for an increase of some 70% in plant over the next five years, to take care of an estimated 73% gain in kwh output. Share earnings have shown a gain in each year of the past decade (with one exception when they held even); the gain has averaged about 8% compounded over the ten years 1949-59, and a little more in the past five years. This year earnings are estimated at $1.60 compared with $1.45 (on average shares) in 1959. Dividends have been raised in each year since 1952.

The company is continuing a program of rapid expansion. A 136,000 kw generating unit will be added in 1962, increasing present generating capability 36%. Interconnections with Philadelphia Electric and Public Service Electric & Gas now being constructed will provide more favorable power-pooling facilities. The new accounting and data processing department is housed in a modern, artistic one-story building on a 30-acre separate tract of land, and is undoubtedly the most efficient operation of its kind. An RCA 501 computer and related facilities can handle nearly two million characters a minute and future capacity can be quadrupled, if necessary, by using the machine continuously with several shifts.

The company is very aggressive in promoting electric heating and some 325 out of 450 homes in one development project are electrically heated. It is concentrating on radiant heat, principally by ceiling cables, as it finds the heat pump needs further refinement and better servicing facilities to be completely acceptable. Annual heating bills for small-sized homes are said to range between $137 and $$275, which figures are considered generally competitive with gas. However, to obtain these low costs, builders must provide adequate insulation, individual room thermostats, etc.

In the past six years, the company has spent $89 million on construction, and an estimated $143 million will be expended in 1960-65 inclusive; of this amount about $76 million must be raised through new financing and bank loans. No additional financing is scheduled this year, $5 million preferred having been sold privately in recent months. No equity financing seems likely until around 1965 when some 200,000 shares may be sold. Capital structure is currently about 50% debt, 20% preferred stock and 30% common equity.

Earnings per share are forecast at $2.20 to $2.40 for 1965 vs $1.45 for 1959. This would indicate a rate of growth in earnings of about 8% during 1959-1965, compared with 9% in the past five years. The estimate is based on a 6% return on a year-end original cost rate base, using the formula employed by the state commission in the recent Public Service Electric & Gas decision.

The common stock has made an excellent record during the recent drastic decline in the stock market, closing Oct. 3 at 36 compared with this year's range of 38½-28¾. At this price, based on the $1.10 dividend rate, the yield is 3.1%; the price-earnings ratio using this year's estimated earnings of $1.60 is 22.5.

Forms Fredericks Co.

(Special to THE FINANCIAL CHRONICLE)

BEVERLY HILLS, Calif.—Frederick Prado is engaging in a securities business from offices at 9641 Santa Monica Boulevard under the firm name of D. L. Fredericks & Co. Mr. Prado was formerly with Lloyd Arnold & Company.

A Changing World Requires New Marketing Concepts

Continued from page 9

uct; what price he is will to pay; and where and when it will be wanted, etc."

The emphasis, therefore, of the Marketing Management Concept is on the customer. Here is an example of how one of our clients used market research to guide its product development, establish prices, and establish its sales forecast.

An Illustration

This company planned to add to its line a portable instrument used extensively in metal working plants. The engineers had designed an extremely compact instrument weighing only two pounds as compared to the conventional 11 pounds. For purposes of evaluating the new design, we performed a study in which users were offered a choice of three instruments, all identical in function, quality, and price but differing in size. Contrary to the expectation of our client's engineers, a larger instrument weighing four pounds was preferred substantially over the two-pound instrument. The findings were of this order: 55% of the users selected the four-pound instrument as their first choice compared to 25% who selected the two-pound instrument. Equally significant, perhaps, was the finding that 16% of the users stated that the two-pound instrument would be unacceptable compared with less than 2% of the users expressing this attitude regarding the four-pound instrument.

The reasons for the marked differences in preference and lack of acceptance might be considered as irrelevant by an engineer yet readily understood by a marketing man. Two important reasons militated against the two-pound instrument:

(1) Its very small size would make it easy to steal.

(2) It did not look as though it was worth as much as the four-pound instrument.

An analysis of the market potential by various price levels revealed that the increase in sales potential as the price level declined was not enough to affect the profitability favorably. From the research findings, the client was able to establish its selling price at a level which would yield 26% more net profit with 19% fewer unit sales.

Thus, in a single study, this company was able to establish that there was an attractive market for the product it was contemplating, it was able to establish design criteria to ensure maximum customer acceptance, it was able to establish price on a realistic basis, and it was able to set up forecasts of sales and profitability of the new product line.

Let us turn our attention to the market forecasts for the electric utility industry. As you recall, The Edison Electric Institute's study earlier this year revealed that the electric companies expect their output to be 1.2 *trillion* kilowatt-hours by 1970, more than double that of last year. By 1980 the annual output forecast was estimated to reach an estimated 2.3 *trillion* kilowatt-hours. *Can* these forecasts be realized? I believe they can! *Will* these forecasts be realized? Well that is another matter.

Will Electric Sales Increase?

In referring to electric space heating as the big market opportunity of the Sixties, one of the industry's representatives[3] said "I believe to promote successfully in this kind of competitive market, utilities really have to wake up and get up!" It is obvious that he does not think that the forecasted increase in kilowatt-hour consumption will just happen. He thinks the industry will have to go to work if it is to achieve its goals.

We must not permit ourselves to be lulled into thinking that our product is indispensable, that all we have to do is to stand by and let others do our marketing for us. We cannot afford to ease up just because we may agree with the financial community that the electric utility industry is an industry with a truly impressive growth record and an equally impressive growth prospect.

There is quite another, and bearish, evaluation of the electric utility industry: "This is another one of those supposedly 'no-substitute' products that has been enthroned on a pedestal of invincible growth. When the incandescent lamp came along, kerosene lights were finished. Later the water wheel and the steam engine were cut to ribbons by the flexibility, reliability, simplicity, and just plain easy availability of electric motors. The prosperity of electric utilities continues to wax extravagant as the home is converted into a museum of electric gadgetry. How can anybody miss by investing in utilities, with no competition, nothing but growth ahead?

Substitute for Electricity

"But a second look is not quite so comforting. A score of nonutility companies are well advanced toward developing a powerful chemical fuel cell which could sit in some hidden closet of every home silently ticking off electric power. The electric lines that vulgarize so many neighborhoods will be eliminated. So will the endless demolition of streets and service interruptions during storms. Also on the horizon is solar energy, again pioneered by nonutility companies.

"Who says that the utilities have no competition? They may be natural monopolies now, but tomorrow they may be natural deaths. To avoid this prospect, they too will have to develop fuel cells, solar energy, and other power sources. To survive, they themselves will have to plot the obsolescence of what now produces their livelihood."

We may not agree fully with this viewpoint, expressed by an economist[4] in a recent issue of the *Harvard Business Review*, but it should make us realize that no industry is inviolate, that managerial imaginativeness and audacity are essential ingredients in the success of a company and an industry.

Even though we may agree that utility companies as we know them today are far from obsolete, it becomes pretty clear when we look at the figures that the utility industries must embark on a diversified program of marketing activity if they are to achieve their goals. Now that rural electrification is practically complete there is no big segment of the population to be opened up as new electric cusomers. The future increase in nonindustrial electric customers is dependent, practically entirely, on the increase in population and household formation.

Thus, increases in the consumption of energy, at least the form of energy you prefer to sell, can come about in several different ways.

What Must Be Done

(1) You must capture an increasing share of load builders from your competitors selling different forms of energy — electric, gas, and the fossil fuels. Thus, space heating by electric has hardly scratched the surface, and both electric and gas compete with oil and coal to fill this need.

(2) You must promote and encourage the purchase and use of load builders still in fairly limited use, from a saturation level at least—room and central air conditioning, dishwashers, clothes dryers, dehumidifiers, etc.

(3) You must encourage increased use of existing load builders —better lighting for example.

But over and above all of these activities it is clear that the utility industries must embark on a program of creating new wants for energy. As the accepted uses of energy approach saturation, it becomes imperative that utilities take a direct hand in creating new consumer wants, which will be satisfied by new appliances, which will create additional energy demands. Although, traditionally, nonutility companies have performed this function of creating new wants, the utility industries must ask themselves whether the time has come to break with this tradition. If nothing else, the tremendous investments in plant and facilities make it mandatory that utilities play a more positive role in creating their own future.

In summary, then, we believe that the marketing ability of American Industry will keep pace with our growth opportunities by a revolution in marketing procedures. Whether we call it Marketing Management Concept, Total Marketing, or Customer-Oriented Marketing, the end result will be the same. More and more companies will direct their activities to giving the customer what he wants. More and more companies will adopt the scientific approach and use studies and marketing research to provide the bases for sound management decisions.

*A talk by Mr. Roberts at 24th Annual Client Companies Marketing Conference, New York City.

3 Thomas G. Ayers, Vice-President, Commonwealth Edison Company.

4 Levitt, Theodore, Marketing Myopia, pp. 46-47. Harvard Business Review, Vol. 38, No. 4.

Toronto Branch of Jr. IDAC Elects

TORONTO, Canada—The following officers have been elected for 1960-61 by the Toronto branch of the Junior Investment Dealers' Association of Canada:

President: R. Michael Withers, Wood, Gundy & Company, Limited..

Vice-President: James O. Finlay, James Richardson & Sons.

Secretary and Director of Membership: Hugh F. McLelland, McLeod, Young, Weir & Company, Limited.

Treasurer: David Ekmekjian, Ross, Knowles & Co., Ltd.

Director of Tours: Donald I. Jones, Greenshields & Co., Inc.

Director of Entertainment and Dinner Arrangements: H. Peter Holland, Cochran, Murray & Co., Limited.

Director of Publicity: John L. Harding, Goulding, Rose & Company Limited.

L. & M. Planning Formed

L. & M. Planning Co. has been formed with offices at 509 Fifth Avenue, New York City to engage in a securities business. John McHugh is sole proprietor.

Forms Mutual Fund Service

HADDON HEIGHTS, N. J.—Donald S. Carroll is engaging in a securities business from offices at 402 Lake Street under the firm name of Mutual Fund Service.

MUTUAL FUNDS

BY ROBERT E. RICH

The Bulldog, the Bear and the Bull

These are days when investment managers generally have scant difficulty in controlling their enthusiasm for stocks. To be sure, there is some bullishness on food, utility and tobacco issues. But these, of course, are the so-called defensive issues and their appeal stems largely from the reasoning that people must eat; continue to consume power, fuel and water, and indulge the smoking habit. These issues are not the kind that get sizable attention in a roaring bull market.

In the light of the foregoing, the investment habits of a great university are of considerable interest to the financial community. Universities must place major stress on safety of capital and increasing income, although the trustees are not averse to outstanding growth of portfolio holdings. Their habits are bound to be more akin to the men of the income funds than those who guide the growth funds.

This department is indebted to the Putnam Management Co., manager of George Putnam Fund of Boston and the Putnam Growth Fund, for a research report on the Yale Endowment Fund. At the close of the latest fiscal year this fund of the Yale Bulldog reached a new peak of $312 million, an increase of $8,000,000 during the year, $52,000,000 over the past two years and $190,000,000 over the past 10 years. Income from investments during the decade increased from little more than $5,000,000 to nearly $12,000,000.

In passing, it should be noted that the Bulldog's endowment fund was fortunate to have the guidance of Charles D. Dickey. Mr. Dickey, Chairman of Yale's finance committee, is better known to the financial community for his trust work with Morgan Guaranty Trust Co.

What do the Morgan man and his associates fancy? Well, the Yale Endowment Fund's biggest investment in common stocks is not in an American company, but in Europe's Philips' Lamp Works. At the end of the fund's fiscal year it held 63,000 shares of the stock, which had a market value of well over $10,000,000. Its 85,000 shares of General Electric, worth $7,820,000, was second largest. And its third largest holding was another European-based blue chip: Unilever, N. V., with a market value of more than $5,000,000.

This figure was slightly greater than the market value of the fund's holding of E. I. duPont de Nemours & Co., which also toted up to better than $5,000,000. Du Pont was followed by International Business Machines, worth over $4,300,000. Investments in excess of $3,000,000 each were shown for Aluminium Ltd., General Motors, Eastman Kodak, United States Steel, American Express, National Lead and Alcoa.

Especially interesting is the marked increase in the common stock section of this fund during the past decade. It has almost quadrupled in size: to $165,000,000, where it constituted 53% of the total fund, compared with less than 35% in 1950. Ten years ago 14.2% of the total investment was in preferred stocks. The figure has since fallen to 4.5%.

Over the same span the stake in electric-electronics common stocks has soared from around 4% to 16.4%. Aluminum and steel issues, which were not represented 10 years ago, have assumed considerable importance, adding up to over 11% of the total portfolio.

And these fall days, when there is talk in investment circles that oil equities are emerging from the long-time tenancy of the doghouse, it is noteworthy that among the first 15 stocks in the Yale Endowment Fund portfolio there isn't a single oil stock. As the Putnam report comments: ". . . the managers have been aware of the difficult problems facing this popular industry." Standard of Jersey ($2,665,000 worth of it) turns up in the 16th slot and Royal Dutch is right behind.

It is interesting to stack the Yale preferences alongside those of the public-owned mutual funds. Income fund favorites are topped by Standard of Jersey, Chesapeake & Ohio (Yale is cold to the rails), General Motors, Great Northern Railway, Bethlehem Steel, American Tobacco, Nickel Plate, U. S. Steel and Santa Fe. The growth funds have shown partiality toward Texaco, I.B.M., Du Pont, Royal Dutch, Standard of Jersey, Union Carbide, Westinghouse Electric, Continental Oil and U. S. Steel.

Constant readers will have no difficulty in recalling the annoyance created by our recent look at the Harvard bundle. But the Yale Bulldog isn't likely to growl at the summation of its portfolio stated by John L. Thorndike of Putnam, which we hasten to endorse. Said he:

"The record of the Yale Endowment Fund is a tribute to astute investment management . . . the managers have steadfastly followed the principle of balanced investing, thereby reaffirming the soundness of this principle."

Encore, Mr. Dickey!

Funds Report

Energy Fund, Inc. reports net assets at Sept. 30 totaled $12,225,885, equal to $19.65 on each of 622,107 shares outstanding. This compares with assets of $7,462,770 and $18.51 on each of 403,206 shares a year earlier.

* * *

Guardian Mutual Fund, Inc. puts net asset value as of Sept. 30 at $9,412,897. This is equal to $19.38 on each of 485,795 shares outstanding and compares with $8,386,261, and $19.58 a share on 428,333 shares on Dec. 31, 1959.

* * *

Townsend U. S. and International Growth Fund, Inc. stockholders voted to change the name to Townsend Growth Fund and to modify objectives "regarding international securities to give the fund broader latitude." Hitherto the fund was required to have 25% of assets in companies which are international in scope. The change provides that the fund may invest up to 50% of assets in foreign securities, but is not required to have any in its portfolio.

* * *

Canada General Fund Limited reports principal investment changes in the three months to Aug. 31: Holdings of Algoma Steel were reduced to 36,975 from 55,400 shares, Anglo-Canadian Pulp & Paper Mills trimmed to 20,150 shares from 23,650, Anglo-Huronian to 4,500 from 14,300, Bailey Selburn Oil & Gas "A" shares cut to 19,200 from 42,300 and the 4,800 shares of 5¾% preferred eliminated, and British American Oil pared to 20,400 from 39,100.

Its 8,300 shares of Fraser Companies, 12,000 Great Lakes Paper, 32,400 Great Plains Development and 8,000 A. V. Roe Canada were eliminated. Hudson's Bay Co. holdings were trimmed to 47,335 from 52,355, MacMillan Bloedell & Powell River to 120,375 from 128,175 and Price Brothers & Co. to 3,075 from 6,075. Its 7,980 shares of Quebec Natural Gas were eliminated. Maclaren Power & Paper was trimmed to 5,107 from 6,332 shares, Quemont Mining to 40,900 from 52,200, Steep Rock Iron Mines to 18,300 from 41,500 and Zeller's to 26,825 from 36,975 shares.

Holdings of Texaco Canada were boosted to 10,555 shares from 8,555 and Imperial Oil to 62,545 from 54,345.

* * *

General American Investors, Inc. reports net assets at Sept. 30 amounted to $50,294,627, equal to $25.34 a common share. This compares with assets of $63,890,455, or $32.65 a share, a year earlier. For the nine months this year net income was $750,233 and net profit from sale of securities was $979,451. This compares with net income of $769,884 and net profit from sales of $2,586,704 in the like period of 1959.

* * *

Wellington Equity Fund declared a quarterly dividend of 3½ cents from net investment income and a year-end distribution of 33 cents from net securities profits realized during the fiscal year that ends Oct. 31, 1960. Dividend and distribution both will be paid Nov. 15, to stock of record Oct. 20.

* * *

Canadian International Investment Trust Ltd. in its semi-annual report for the period ended Aug. 31 puts net asset value a common share at $32.71, against $30.83 at Feb. 29.

* * *

Atomic Development Mutual Fund, Inc. stockholders voted at the annual meeting to change the name to Atomics, Physics & Science Fund, Inc. Shareholders also approved an expansion of the fund's investment portfolio to include other sciences as well as atomic.

* * *

Keystone Income Fund, Series K-1, reports that between March 1 and August. 31, close of the fiscal year, it added American Radiator & Standard Sanitary, American Sugar Refining 7% cumulative preferred, Santa Fe, Halliburton Oil Well Cementing, International Harvester, Northwest Airlines 5¼% cumulative convertible preferred and Sunray Mid-Continent Oil. It eliminated Gillette and Tidewater Oil $1.20 cumulative preferred.

* * *

Abacus Fund reports net assets at Sept. 30 totaled $36,807,160, or $43.01 a share, against $35,584,909 and $41.58 a year ago. For the latest nine-month period net income totaled $742,818 and net gain from sale of investments was $626,885. The comparative year-earlier figures were $750,905 and $878,340. Investments carried in the balance sheet as of Sept. 30, 1960, at $36,099,169 had an indicated unrealized net appreciation of $7,464,370.

* * *

General Capital Corp. reports net assets of $18,519,359, equal to $16.11 a share on each of 1,149,404 shares as of Sept. 30. This compares with $19,494,746 and $16.33 a share on each of 1,193,887 a year ago.

* * *

American European Securities Co. reports that at Sept. 30 net assets were $17,590,398, equal to $29.12 a share on 604,083 shares outstanding. This compares with net assets of $18,728,012, or $34.32 on each of 545,649 shares a year ago. For the latest nine-month period net income from investments amounted to $339,725 and net income from sale of securities totaled $1,737,545. Comparative year-earlier figures were $323,675 and $1,775,043.

* * *

Total net assets of **Carriers and General Corporation** at Sept. 30, with securities valued at market quotations and before deduction of principal amount of outstanding debentures, were $17,978,004. Net asset value of the common stock was $28.71 a share, compared with $31.25 on Dec. 31, 1959.

The asset coverage per $1,000 of debentures outstanding on Sept. 30, amounted to $9,604. Interest requirements on debentures outstanding were earned 8.75 times during the first nine months of 1960. Net income applicable to common stock for the nine months of 1960. Net income applicable to common stock for the nine months ended Sept. 30 (exclusive of profits on sales of securities) was $326,389.

* * *

Benjamin Graham has been retained by **Investors Diversified Services, Inc.** of Minneapolis as a consultant. Mr. Graham started his career in the investment field in 1914 with Newburger, Henderson & Loeb, members of the New York Stock Exchange. He retired in 1956 as president of Graham, Newman Corp. and as a general partner of Newman & Graham, both of New York City. Formerly chairman of the Government Employees Insurance Co., he is now vice-chairman of that company. He has also been a director of Atlantic Gulf Coast & West Indies Steamship Co. and chairman of Philadelphia & Redding Coal & Iron Co.

* * *

The first quarterly distribution to shareholders of the new **Financial Industrial Income Fund** will be paid on Oct. 20, according to an announcement by President Charles F. Smith. It consists of $0.1448 per share from investment income sources and $0.0052 per share from short term realized gains. Shares were first made publicly available in July.

Foto-Video Class B Sold

Public offering of 125,000 shares of Foto-Video Electronics, Inc. Class B common stock at a price of $4 per share was made on Oct. 11 by Fund Planning, Inc. and Cortlandt Investing Corp., associate underwriter.

Net proceeds from the financing will be used by the company for research and development, working capital, and to help finance the present backlog of orders amounting to about $500,000. The balance of the proceeds will be used for sale promotion.

Foto-Video is engaged in the engineering, development, manufacturing and sales of power supplies, television operating and test equipment, closed circuit television systems and related electronic equipment. It also makes a full line of visual aids to television such as slides, test patterns and transparencies for industrial, commercial broadcasting, educational and governmental applications. The company's principal place of business is in Cedar Grove, N. J.

For the fiscal year ended Sept. 30, 1959, the company had net sales of $338,978. Upon completion of the current financing, outstanding capitalization of the company will consist of 69,682 shares of class A common stock; 334,323 shares of class B common stock, and $118,000 of a note payable.

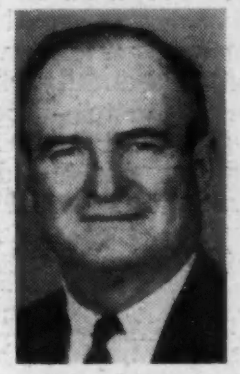
Joins Hill Richards

(Special to THE FINANCIAL CHRONICLE)

LOS ANGELES, Calif. — Edward R. Little has joined the staff of Hill Richards & Co., 621 South Spring Street, members of the Pacific Coast Stock Exchange. He was formerly with Walston & Co., Incorporated.

Mark Lucas With E. F. Hutton & Co.

KANSAS CITY, Mo.—Mark A. Lucas, Jr., who has been in the investment business for 25 years, has joined E. F. Hutton & Co. as general manager of the municipal and corporate bond department of the Kansas City office, 920 Baltimore Ave.



Mark A. Lucas, Jr.

Mr. Lucas, who resigned as President of Lucas, Eisen and Waeckerle, will expand the department to serve Missouri and neighboring states in municipal and corporate underwritings under the direction of John Latshaw, resident Hutton partner.

Formerly associated with the Harris Trust & Savings Bank of Chicago, Mr. Lucas has been Chairman of the Southwestern group of the Investment Bankers Association, a governor of the national group and a member of the National Association of Securities Dealers, Inc.

Other appointments in the Hutton Kansas City bond department announced at the same time are: Harry McLear as manager of municipal buying, D. John Edwards as assistant manager, and G. Donald Kaufmann as assistant manager of municipal sales. All were formerly with Lucas, Eisen & Waeckerle.

With J. K. Mullen

(Special to THE FINANCIAL CHRONICLE)

DENVER, Colo. — Wilford H. Johnson has joined the staff of The J. K. Mullen Investment Co., 621 Seventeenth St.

First Maine Adds

(Special to THE FINANCIAL CHRONICLE)

PORTLAND, Me. — Daniel C. Mangan has been added to the staff of First Maine Corp., 84 Exchange St.

Lamson Bros. Branch

WAUKEGAN, Ill.—Lamson Bros. & Co. have opened a branch office at 4 South Genesee Street under the management of George E. Woods.

New Viner Office

BOSTON, Mass.—Edward A. Viner & Co., Inc. has opened a sales office at 10 High Street under the direction of Malcolm L. Levine.

AS WE SEE IT

Continued from page 1

when a new Washington Administration takes office next year. It may be that there will be less personal animosity present in the minds of at least some of the participants in a summit meeting next year. But unless the new Administration is prepared to grant the Russians some of their aggressive desires—and without substantial *quid pro quo*—talks at the summit will not get far—unless, of course, the leopard finally changes his spots. There is no reason in the world to suppose that the Kremlin has as yet in the least yielded its intention and determination to spread communism (under Russian domination, of course) throughout the world as rapidly and as far as it can. It has built very great military strength at home, and would doubtless in other circumstances long ago have made extensive use of it to push its plans for world conquest. However, Mr. Khrushchev at least appears to be a realist in many things and he is well aware that a world war now, or any other sort of major conflict, would be a thing quite different from what it would have been when Russia started building its might—and doubtless laying its plans to use it to spread its empire—for that is what it really is—over the world.

The aim now is, of course, to accomplish these same purposes without such a conflict. What the Kremlin calls "negotiation" is really nothing more or less than persuading, cajoling, threatening or in some other way getting these same conquests with the consent of the major powers which now stand with their own rockets and their own atomic weapons in the path. All this talk about total disarmament and kindred topics is merely for propaganda purposes. Mr. Khrushchev knows as well as any one else that the schemes he insists upon are simply not within the realm of practicality—and he also knows that he has no intention of permitting the outside world to see or know more about Russia than he can help. Heaven knows the world is badly enough in need of general disarmament in whatever degree and in whatever manner may be feasible, but the record of broken Russian promises running all the way back to World War II is such that no man in his right senses would want to trust the Kremlin to carry out disarmament agreements in good faith without having some way to keep track of what is going on.

The Underlying Problem

It would be well if we—all of us—could turn away from the low burlesque at the United Nations, and from all the rather pointless talk that is continuously pouring from related sources, and come to a realizing sense of the place we stand in historical perspective. The history of the world could almost be written in terms of the rise and fall of empires. But after all the land area of this globe is limited. Somewhere the old-style colonialism had to cease to grow. And, of course, most of the land areas that constituted the empires of the nineteenth century—the earlier empires had largely faded away—were inhabited by people, many of them, who had grown increasingly dissatisfied with their lot. For this or other reasons, the opinion of mankind for which our fathers held a decent respect turned against exploitation, at least in its cruder form. Over a long period of years, Britain the leading colonial power of that age proceeded gradually and steadily to alter the basic form of its empire structure, and to give the peoples more and more control over their own resources and their own affairs. This country, which made some hesitant moves in the direction of empire building presently began to withdraw. With a few exceptions here and there, none of them of world significance, the age of empire building appeared to be over at the end of World War II.

Many if not most of the wars of earlier years grew out of empire rivalries among the major nations of the earth. With this threat out of the way, coupled with the crushing of Hitler's Germany and Japan, it looked to many observers who did not understand what was going on in Russia as if, at long last, the earth might go its way free of major wars. But if all other nations for one reason or another had given up, or were giving up empire building, the communist countries were just beginning to get into a position to make a start in their campaign to create a world empire. There can be no doubt that the Kremlin originally planned their future on the basis of armed conquest, one after the other, to fulfill the preachings and the prophecies of Lenin and the others who created their governing doctrines. Apparently such an idea still is held in Communist China, which may yet prove to be a world scourge. Of course, we are under no delusion about the good will or the kindness of the Kremlin. We have not the slightest doubt that long ere this its armies would have been on the march, but for the fact that military power existed in places and in sufficient strength to give them pause.

Meanwhile modern armaments have come into their own. The Russians have traditionally been a rather cautious people, hesitating to move until they felt quite confident of success. There is little reason to doubt that they are now well aware of what the nature of another world war would be. They are therefore turning to other means to make good their conquests. We now have to contend with conquest by intrigue, subversion and propaganda. President Eisenhower is right in holding that mere conferences are foredoomed to failure in the absence of evidence of willingness on the part of the Kremlin really to negotiate.

Flight Toward Reality

Continued from page 11

Social Security programs. The candidates have had superficial differences but not substantial ones. Both parties are headed in exactly the same direction and will reach the same destination. The difference is a question of who is going to drive and whether we are going to go 30 miles an hour or 50 miles an hour.

Why No Basic Differences

Why does this situation exist? I think it is for some fundamental and legitimate reasons. They are not reasons I am inclined to be critical of. I want to make that perfectly clear. But I think they are reasons that we haven't stopped to recognize — they are below the surface. I think the major reasons are these; the two political parties are not organized primarily to provide public discussion of today's basic and controversial issues. I don't think that is their primary purpose. The primary purpose of both political parties is to win political victories. I don't say that critically.

I think we must have two political parties to contend over the question of who is going to be responsible for government. But I think they are so intent on winning that more important considerations become lost or secondary.

I think the second reason is that both parties are cross sections of American life. That is a good thing. But that means they both have internal division that requires internal compromise devoid of significant public discussion.

Once in a while, of course, we get one man who takes off separately but that is a momentary thing—it has no effect in terms of informing the electorate.

I have had enough experience on what it takes to inform people to know that to inform people you have to say the thing, and say the thing, and say the thing and say the thing until you are sick of it. It's a long tedious process. It isn't a question of one man making three or four speeches. It is an organized effort—and that we do not have.

Pressure Groups Are Stronger

The third reason is that both parties are weaker than many national powerful pressure groups whose members' economic and other interests are now more aggressively defended than the positions of the parties or the interests of the unorganized general public. Parties and candidates, therefore, seek the support of pressure groups and avoid offense to them. Both depend upon the pressure groups or fat cats for financial contributions. The cost of running for public office in this country has reached the point where it is scandalous. You can't run for the Senate of the United States unless you are a wealthy man or unless you can get a few wealthy men or well organized economic groups to finance your campaign. That means that you become so obligated before you get in there that you can't act in the public interest without being disloyal to some of the narrow interests that have supported you.

One of our pressure groups has 15,000,000 members as compared to the two parties having a total of 2,000,000. The hard realities of seeking victory make it necessary under those circumstances to give heed to what the organized groups want.

I think a fourth reason is that the relative influence of the pressure groups is growing—not diminishing; and threatens to make (and this is a real threat) economic determination superior to human, political and spiritual principles in our public life. If the material is primary and the spiritual and social secondary and derivative, as the communists claim, and if we should make economic interests the primary concern in our public affairs, then communism is basically right and we are wrong.

Fifth, the party mechanism and partisan approach discourage participation by objective citizens seeking the truth and sound objective solutions to today's problems and issues.

I think those are five reasons why the differences between the parties do not provide adequate intelligent public discussion of the issues—superficial discussion, yes, but not fundamental discussion.

Today's Issues

What are some of today's issues that need fundamental discussion? Perhaps most fundamental is the question of our national purpose. Do we still have one? Do we still believe in it? Is our purpose worldwide as the founders thought? They thought they had expressed principles in keeping with the laws of our Creator and of nature that were universal in their application.

Foreigners have tried to warn us of this. Father Bruckberger, a French historian and writer, a year ago wrote a book, *Image of America*. His principal plea was:

". . . You Americans have been too ready to look upon the Declaration of Independence as a document designed for yourselves alone, and not for other nations. How fatal an error . . ."

Divinely Inspired Documents

My conviction is that the principles of the Declaration of Independence and the Constitution of the United States were divinely inspired—were written by men who were raised up for that express purpose and that those principles are universal in their application . . . that they can be taken by any people and fashioned and shaped to fit their culture and their desires and produce the same results that we produced here—free all men from all forms of bondage — political, religious, social, economic. We haven't completed that job here but we are well on the way and there is no limit to our being able ultimately to accomplish this.

Is our national purpose one that makes freedom with justice our primary objective, or is our primary objective comfort and security, or is it peace and prosperity or is it freedom from war?

Somerset Maugham says:

"If a nation values anything more than freedom, it will lose its freedom; and the irony of it is that if it is comfort or money that it values more, it will lose that, too."

And I add if it's peace and prosperity that we want, we will lose them, too, if we want them more than freedom.

Is it coexistence and accommodation or is it victory in worldwide application of these principles that we believe in? Is it to support the enemies of our enemies because they are against what we are against or is it to support the principles of human freedom because we believe in them and because they represent our highest hopes and goals? This makes a big difference in our worldwide approach.

How Can We Help Other Nations?

The whole world including Russia wants what we have accomplished materially. They have excelled us only in a very limited scientific area. Basically, Russia along with the other nations is yearning for what we have been able to accomplish. Are we going to help other nations primarily at a government - to - government level? I don't mean from a standpoint of military defense or from a standpoint of humanitarian, charitable help. I mean in their economic development. Or is this job to be done primarily on a level of enterprise-to-enterprise and individual-to-individual? Are we doing what we can to give them the knowledge they need to help themselves?

Problems at Home

At home we are faced with the question of inflation and the wage-price spiral. We are costing and pricing ourselves out of world industrial markets. And our own are being increasingly penetrated. We have permitted private economic power on the part of both employers and unions—not just unions—to concentrate to a point in this country at which in many industries either the employers or the unions have the private power to create a national emergency.

Only last fall both the steel union and the steel employers were in a position to continue an emergency that threatened the entire economy. The leadership of both political parties was concerned with only one aspect. "When you have a national emergency," they said, "what do you do"?

Power Must Be Limited

The most fundamental issue we have is to keep public and private power divided and limited. Nobody in a position of national leadership was discussing how to keep steel employers or steel unions from getting the power to shut the economy down. That was the issue. The issue of economic incentive or economic subsidy raises the question of whether we are fatally diminishing incentives in this country as a reward for effort and service. Actually we are increasing economic subsidy and reducing incentives all along the line.

I have been in only two industries—the aluminum industry and the automobile industry. People generally think of subsidy in terms of agriculture. In these two industries individual companies have been subsidized by the Federal Government—in one industry by a Democratic administration and in the other by a Republican administration. This use of subsidy has penetrated almost our whole economy and the entire scheme of life in this country.

Internationally, are we going to pursue a policy of economic nationalism or world trade and economic development?

Two aspects of that are fundamental issues. Is this economic situation of rising costs and prices going to result in a return to eco-

nomic nationalism, industrial protectionism and higher tariffs?

Our Agricultural Problem

The other aspect involves our agricultural problem. We are approaching it on a purely nationalistic basis. I sat on the floor of the U. S. Senate when the McNary-Haugen Bill was passed that started the subsidization of agriculture. It was the result of an iniquitous deal. The farmers were asking at that time for a reduction of industrial tariffs. They said: "We have to sell on the basis of world prices and we have to buy on the basis of protected prices. That isn't fair. Reduce tariffs so we can sell and buy on a world price basis."

The deal was that we would subsidize the difference to the farmers. The McNary-Haugen Bill started agricultural subsidies and the Smoot-Hawley Tariff Bill passed immediately afterwards hiked industrial tariffs even higher. Since then we have been endeavoring to subsidize and control agriculture to put it on a sound basis. We have not been able to keep the controls moving fast enough to keep up with our advancing agricultural technology.

Agricultural technology has preceded so fast that we have surplus goods and products and surplus land, and we sit in an exposed position. The most fundamental fact in the agricultural picture is this: one billion people in this world are hungry and they need food, and here we sit with bulging storehouses and land out of use.

We are sitting ducks for our adversaries to turn their envy against us. I got kicked out of Mexico as a youngster because the Mexicans could not stand to see our people, who knew how to use irrigation and so on, prosper when they were too lazy to do it. Envy. My great fear in this agricultural situation is that Khrushchev knows it is possible to take modern agricultural technology and produce food without limit.

"Food Unlimited"

Let me read to you the words of Roswell Garst in a recent issue of the *Reader's Digest*. He is the Coon Rapids, Iowa, farmer whom Khrushchev insisted on seeing when he was here. Garst can produce more corn per acre because he knows the technology. Here is what he said:

"Khrushchev came to learn how to produce more food with less labor. . . . And I showed him how to do it. . . . Yet with the farm know-how we've developed in the United States in the last 20 years, the world could have 'food unlimited'."

One of my great fears is that we will duck this agricultural issue and continue to treat it as a nationalistic issue on the basis of subsidy and control until we permit the Russians to use this technology to produce food at low cost and low price and put it within reach of starving millions around the earth. We have the opportunity today, if we cut agriculture loose from controls and subsidy and put it on a world basis and let farmers use their technology, to produce cheaply and sell cheaply to the people of the world who need food. We can't give it away.

Compulsion or Voluntary Action?

Are we going to rely primarily on government compulsion or voluntary action for economic and social progress? Further governmental concentration and power is in prospect. The only way we can preserve the limitation of governmental power is by restoring the public insistence—and the understanding theey need to have that insistence—on the distribution of power between the various levels of government as provided in the Constitution of the United States.

Practically every state government is weak today because its Constitution is out of date and it cannot function effectively. Metropolitan areas and municipalities can't provide strong government because state laws are out of date. Both state and local governments are becoming dependent on the Federal Government for money for their various programs.

These issues are too vital and pressing to defer the intelligent public discussion essential for their correct solution. Henry Simons, the University of Chicago economist, says the democratic process depends on such discussion. Here are his words:

"The democratic process is basically a process of free, intelligent discussion. It is a continuing process of relevant discussion among dedicated truth seekers, detached from politics and factional affiliation who guide political debate by their own discussions."

Discussion Is Essential

I think there are many people in the political parties who can take an objective approach as we have found in Michigan. But they have to be willing to dedicate themselves to seeking the truth and the proper solution. Simons goes on to say that with good government:

". . . The discussion of problems is more important than the action to which it immediately leads."

I think that is self-evident. What people think is ultimately going to determine action and that is why discussion of the fundamental issues is so essential.

The two political parties are not primarily concerned with the issues or their public discussion. The parties merely provide a choice in trivia, personalities, slogans and labels. This appears likely again in this critical election year. Yet there has never been a time in our history when we needed a more intelligent discussion of the basic issues.

From a political standpoint, this country desperately needs a political organization (I don't mean a new party) more dedicated to defining the real issues and seeking solutions for problems on the basis of facts rather than on the basis of partisan history or economic interests—and seeking their solutions on the fundamental principles of Americanism rather than on the basis of what will win the next election. That is our most desperate need.

The Michigan Experiment

We started an experiment in Michigan which I think may point the way. Michigan was politically deadlocked a year and a half ago—it still is, basically. For more than a year there was no way to reach agreement on raising revenue to meet state needs that had been approved by representatives of both parties. This was interpreted throughout the country as a financial crisis and many people thought Michigan was on the verge of financial bankruptcy.

Actually, it was not a case of being on the verge of financial bankruptcy; it was a case of being on the verge of *political* bankruptcy. Responsible representative government in the State of Michigan had practically broken down, and primarily because of these factors:

Our Constitution was out of date. Our two political parties had become excessively partisan. Back of them were two economic groups in conflict which exerted excessive influence — and they were deadlocked. The most fundamental reason of all was citizen apathy. I don't think Michigan was above the national average in the number of people participating in the political process.

Citizens Are Greatest Influence

Recognizing the seriousness of this breakdown, some of us began to discuss, as individual citizens, what could be done. We decided there was one influence greater in the state than either party or either of the economic groups. That was the influence of the citizens themselves. The citizens of this land (and the citizens of Michigan) are vested with ultimate power; if they will exercise it they can have what they want.

So we formed Citizens For Michigan. We formed it with this understanding; that any citizen willing to put citizenship above party or economic affiliation was welcome to join. As a result, people of both political parties from all walks of life joined with us. We decided we would first define the issues on the basis of substantial agreement among people of all walks of life from the state. Our next step would be to seek the incontrovertible facts, and on the basis of facts rather than opinion and bias, we would seek solutions.

We have followed that procedure with the most fundamental issue in Michigan, which is the problem of structure of state and local government. We decided the most important thing we needed was a Constitutional Convention. We are in the midst now of seeking through petition 300,000 signatures to start the process rolling for a strengthening of the State Constitution. You cannot slow down the growing centralization of Federal power unless state governments and local governments can be modernized so they can properly perform their functions of government.

Citizens For Michigan is still in the experimental stage. Its success is certainly not assured—I would not want to leave that impression. But we are making great progress.

"Citizens For America"

I think a Citizens For America organization could provide every citizen the opportunity to join as a dedicated truth seeker, to determine the national issues, the facts and the soundest solutions. I think such an organization should be concerned exclusively with issues and their sound factual presentation and not with the selection or endorsement of political candidates. We don't need a third political party, in my judgment, if we can have such an organization that serves the function of dealing with the issues and sound solutions for the issues. A third political party immediately has candidates and becomes more obsessed with winning victories than in dealing with the issues.

Such a national organization could hold a national convention and develop a national platform based on the issues far enough in advance of the two-party conventions to influence their platforms and their selection of candidates—particularly on fundamental issues on which citizens are generally in agreement. I learned long ago that the people of this country sense problems ahead of their public recognition by their political leaders because the political leaders *follow* opinions; they don't make it, basically.

Both Parties Need Strengthening

Members would be encouraged to participate in the political party of their choice. I think we need to strengthen both political parties. This process of political victory and candidates is a very vital one. Participation by those citizens now expressing uneasiness, frustration and helplessness would create a political influence that neither party could afford to ignore. It would be superior to any minority pressure group. It would serve the important purpose of giving elected officials a body of organized citizen support for actions that are clearly in the public interest.

Eisenhower came into office determined to slow down the trend toward increased Federal power. He was determined to strengthen the states and the municipalities. He failed and the reason, in my judgment, is because he had no organized public support for that effort and he had most of the pressure groups moving in the opposite direction. One man cannot do it. It has to be the result of public understanding and insistence and support for public officials who will do it.

I have made this Citizens For America suggestion only in the hope of focusing some attention on the vacuum that exists in meeting our personal and individual citizenship responsibilities, and also on the basis of the desperate need for a real mechanism for widespread participation of dedicated citizens in the political process.

I am not seeking to organize it myself, nor do I feel it is necessarily the best answer. I am just simply saying it is time we recognize what political parties do and what they don't do—and that if we are going to have a means by which citizens who want to objectively seek the solutions to our problems and an adequate discussion of the issues, we must have something other than the two political parties.

I think that effort should seek to strengthen the political parties and get their members to participate in the political party of their choice in seeking decisions. I think many groups like Kiwanis, which have had laudable programs for individuals, need to get together if this deficiency is to be overcome, or if individual members are to be encouraged to participate.

Flight From Reality?

When I first offered the thought, *The Detroit News*, a paper I regard very highly, wrote an editorial entitled "Flight From Reality." They called the idea impractical. However, I wonder which is the real "flight from reality." After 150 years, if fewer than 2,000,000 Americans actively participate in the party of their choice, is it being realistic to suppose that genuine participation and intelligent discussion of the issues can possibly be generated by the present two-party system?

Isn't it more realistic to recognize finally that the parties because of their legitimate election orientation cannot meet this essential need in a free society? After decades of burying burning issues under fractional compromise and expediently subordinating them to election victory, can we expect a sudden change as we face our most crucial test?

No, I think the flight from reality is being taken by those who believe that a mechanism that rarely provides the people with the understanding essential to a real choice on the basic issues can do so today or tomorrow.

It is more realistic to believe that the answer lies in each of us as an individual citizen—aroused, concerned and dedicated, standing up and joining with others in placing our citizenship above all else except our Creator and obedience to His Commandments and our obligation to our families. I don't think we can discharge the second without discharging our citizenship.

I believe we must have a body of organized truth seekers dedicated to the fundamental principles of Americanism and their application to today's problems if we are to avert collectivism from within and defeat from without and fulfill our national destiny on which the whole world's hopes depend.

*An address by Mr. Romney before the Kiwanis International Convention, Miami Beach, Fla.

Sentinel Planning

MASPETH, N. Y.—Sentinel Securities Planning Corp. has been formed with offices at 54-36 66th Street, to engage in a securities business. Officers are Albert W. Grigg, III, President, and Philip Moskowitz, Secretary-Treasurer.

Toronto Bond Traders Elect

TORONTO, Canada—At the Annual Meeting of the Toronto Bond Traders' Association, the Board of Governors for the 1960-1961 term was elected. D. L. Erwood of Harris and Partners Ltd. was elected Chairman.

Donald L. Erwood

Other members of the Board of Governors are:

Honorary Chairman: W. Robson, A. E. Ames & Co.

Honorary Vice-Chairmen: P. R. Flemming, Flemming & Co.; A. M. Ramsay, Ramsay Securities Co. Limited.

Vice-Chairman: H. Irving, Dominion Securities Corp.

Secretary: J. C. Moore, Burns Bros. & Denton Ltd.

Treasurer: J. E. A. Leslie, Bank of Montreal.

Governors: W. T. Copeland, Equitable Securities (Canada) Ltd.; H. R. Hutchison, Greenshields & Company Inc.; J. R. Dunkley, W. C. Pitfield & Company Limited; J. G. Carnegie, Wisener Mackeller & Co. Ltd.; T. T. Malone, Wood Gundy & Company Ltd.

Ex Officio: L. M. Wightman, Isard, Robertson & Co.; G. R. Campbell, Burns Bros. & Denton Ltd.

Hentz Forum for Mutual Funds

H. Hentz & Co. will hold two successive forums on the subject of Mutual Fund Plans. These will be the first of their kind in the financial community, in the sense that a leading firm is directing its efforts toward informing its own clients — rather than aiming its efforts at the general public with the hope of adding new names to its customer list. Not that new clients will not be welcome. On the contrary, but the purpose of the Hentz program is geared primarily to provide greater services to the many people who have been clients of the firm for several years.

The principal speaker will be Dudley F. Cates, President of Continental Research Corp., investment managers for the $800 million United Funds Group. Mr. Cates will speak on Monday, Oct. 10 at 8 p.m. at the Commodore Hotel and on Tuesday, Oct. 18 at 8 p.m. at the Hotel New Yorker. All H. Hentz & Co. clients in the metropolitan and adjacents areas have been invited to attend.

With Eastman Dillon

PHILADELPHIA, Pa. — Eastman Dillon, Union Securities & Co., members of the New York Stock Exchange and other leading exchanges, announce that John F. Black, Norton Van Voorhis Coyle and Charles Wesley Welsh, 2nd. are now associated with their Philadelphia office. Philadelphia National Bank Building, as registered representatives.

The firm also announced the association with them of Frederick P. Williams.

Now Diversified Securities

Lee Kerbel is now conducting his investment business from offices at 735 Pelham Parkway, North, New York City, under the firm name of Diversified Securities Company.

Now Martinelli & Co.

The firm name of Martinelli, Hindley & Co., Inc., 99 Wall Street, New York City has been changed to Martinelli & Co., Inc.

Business in 1960 Will Contend With Increasing Competition

Continued from page 1

the economy—such as the chemical industry, the oil industry or the rubber industry. And it seems completely unrealistic to assume that whatever happens to the over-all economy, or even to one's own industry, will inevitably befall one's own individual business.

Such an analogy would omit a basic rule of commerce—that inevitably some other fellow is after the business we have, or hope to get.

The best assumption would be that in the Sixties we can expect a continuation of the trends of the Fifties—and they were very good years indeed. Total manufacturing increased at a rate of about 4% annually, and some industries, like the chemical industry, moved at a higher rate. Others, such as iron and steel, moved at a lower rate, but still accomplished significant improvement.

Private Incentives

To maintain these rates, from higher bases, will take some fancy "soaring." To seek to increase them by government fiat—as some of our more visionary economists appear to be advocating — rather than by orderly advances based on increased productivity, could inhibit rather than promote growth.

Experience has shown that our economy flourishes when incentives for the individual to produce, invest, or innovate are at a maximum. Any hint of new and more rigorous government regulations, which lie at the root of the forced-growth arguments, can hardly create a mood of confidence in the American businessman.

And yet we must recognize the political appeal of these arguments, no matter how illogical they may be economically. If we oppose them, we are exposed to the charge of opposing new schools, slum clearance, aid for older people.

Emerson said, "There is always a certain meanness in the argument of conservatism, joined with a certain superiority in its fact."

But I do not see where the advocates of a sound and free economy must take a mean or defensive position. Our free business system has contributed to almost every material, social and cultural benefit that we know. It is the free business system that has produced the jobs and the incomes from which we draw the taxes to defend our nation, to educate ourselves, and to provide roads, harbors, social security, and other benefits.

It is from the jobs and goods and income of our free business system that we draw off much of the funds to support our churches, our art, literature, and music, our great private universities, and our health and recreational facilities.

I am told that about 45% of the cost of public education in Texas is paid for by oil and gas dollars, and that additional millions go each year for endowments. There is nothing mean about this record.

Undoubtedly there could be more dramatic advances in what has been called the public sector of our economy. But I am afraid some of these innovations will have to await a more perfect world. We are spending upwards of $40 billion a year to defend our nation and to assist our Allies. This is a high price, but one which I am sure no American would question when its payment means the survival of our way of life. It does, however, leave little room for the kind of experiment which, however attractive in the sociology classroom, will be regarded as icing on the cake by the majority of taxpayers. What can be done in these fields is dependent on the further logical growth of our economy.

Growth Means Change

Whether that rate of growth be the satisfying one of the Fifties, the accelerated one of the soothsayers of a year ago, or the declining one of the newly fashionable pessimists, we can be sure that we will find growth, as always, accompanied by change. Change in our modes of transportation, change in the distribution of our population and, of direct concern to many firms, change in our sources of energy. Changes fed and nurtured in large part by advances in science and technology, and necessitating also changes in marketing and distribution methods. Our success, as industries or individual businesses, will depend, even more than in the past, on our knowledge of changing markets, and our ability to change with them.

So far I have mentioned two well-based assumptions: the next decade will see growth, though not automatically for every business, and it will see change. A third assumption follows as a consequence of growth and change—the Sixties will be intensely competitive. We will see competition within industries, among industries, among great industrial nations. It will be complicated by vastly stepped-up competition, both political and economic, between the Free World and the Communist World. There will be little room for the slow of step or the faint of heart in the 1960's.

It is to some of the areas of competition that I would like to draw attention.

Where will the pressures be greatest? How can we as individual companies and as individuals respond so that competition helps rather than hurts? Are there areas where competition instead of being the stimulating force it should be can actually hinder progress? What are the new trends in foreign competition? And, finally, what role should the businessman play in the ideological competition that divides the world?

Areas of Future Competition

I should like to examine briefly four specific areas where competition in the 60's may be expected to be most acute. These are by no means the only areas, but they are four which warrant your consideration.

First is the area of manpower. The next 10 years will see talent hunts far surpassing anything we have experienced to date. As the technological aspects of our business become ever more complex, for example, we will inevitably be competing for more and more of the technically trained young men who will stimulate growth and provide the ideas.

Despite the advertised population explosion, the increase in the 25- to 44-year age group—where the bulk of our creative powers in research, marketing, and management will be found — will amount to less than one and a half million. We will be attempting to meet the needs of a 16% greater population in 1970 with only 3% more creative people.

Du Pont, which displayed an early dedication to research, once had no difficulty enlisting all the chemists it needed to man its laboratory programs. Today it must battle for its share, not only with its research-minded immediate competitors, but with oil companies, rubber companies, pharmaceutical houses, and the like. Conversely, Du Pont is now competing with other industries in recruiting metallurgists, physicists, geologists, and other specially trained technical people.

This is, of course, true throughout the economy. To get its share of new blood, each industry must find the means to make its jobs more challenging and rewarding than in competitive fields. With such a competitive search for talent going on, American business will need to pursue enlightened and ethical personnel practices. That requires adequate compensation, good working conditions, preferably the use of some form of incentive compensation, but most of all continuous effort to employ all of your people to the fullest extent of their capabilities. It means, preferably, developing your own skilled people and avoiding talent raids on other industries, who then have no choice but to reply in kind.

Substitute Competition

A second area where competition will almost certainly grow more intense is between related products which may perform roughly the same function, though they may be of quite different origins. Sometimes described as supplantive competition, this frequently involves the displacement of an older product with a newer one.

If I may take an example from my own industry, we have seen in the field of plastics remarkable strides made in markets traditionally reserved to older materials. We have seen cellophane and polyethylene take over applications once the sole province of paper, polyvinyl chlorides replacing leather; formaldehyde resins for metal; and polyethylene placing leather; formaldehyde resins for metal; and polyethylene for tin plate and glass. Plastic pipe is replacing metal for many uses and, unless I miss my guess, a new kind of corrosion-resistant plastic pipe will soon be seen in the Texas oil fields.

The movement of plastics into the markets traditionally reserved to conventional materials of construction, though it may cause anguish in some quarters, should be no cause for concern in the oil industry, since most of the new plastics are based on petroleum or natural gas. In fact, the oil industry's emerging role as a raw material supplier to the chemical industry has been one of the great marketing triumphs of the last quarter-century.

The relationship has been mutually satisfactory. In 1959 sales of various chemicals, including gasoline additives, to the oil industry amounted to well over a billion dollars. As of today, I would say the balance of trade is well on the side of the oil and gas industry.

Oil and Chemical Industry Competition

It is not to predict a rift in this relationship that I am about to mention a fairly recent development which, believe me, has not passed unnoticed by our marketing people. That is the rise of competition between our two industries in chemical products. We find ourselves with comparable materials in the same market place, and with competing processes seeking the establishment of new markets. We are quick to acknowledge the advent of a formidable competitor.

This is illustrative of a new kind of competition—inter-industry competition. The gradual blurring of traditional boundaries between industries has come about through the interplay of many economic factors, but it is due in large part to the increased emphasis most modern industries are placing on research. Competitive research is, of course, a subject worthy of discussion in itself, but suffice it to say that research opens many unexpected doors, and the alert business organization will not be blind to the opportunities it develops, however unconventional they may be.

I doubt the economy as a whole has anything to fear from growing inter-industry competition. We know that fair competition is the most effective spur for producing beneficial results our free system has developed. We should find it no more awesome in one guise than another.

The new competition will be met, it seems to me, by recognizing the inevitability of change and by embracing the new opportunities change creates. Increased attention to research, and more creative, more receptive attention to markets will, I believe, build strong positions for those with the flexibility to move with the times.

Foreign Competition

The third area of competition I want to discuss is somewhat less reassuring in a less than perfect world. That is the growing apparition of competition from abroad. Its effect on our economy is, I believe, one of the great uncertainties of the 1960's. In the 50's—at least until the last several years—foreign competition in most of our manufacturing industries has been of limited importance. Our export markets were hungry and growing, and the loss of minor fragments of domestic business to imports did not seem too serious. Perhaps we were lulled into a quite unjustified complacency.

Nevertheless we woke up with a start early this year to find that in 1959 our imports had exceeded exports. It is quite clear what has been happening. Western Europe and Japan have been rebuilding their production facilities In so doing they have had access to much of American technology, and they have had the advantage of American economic aid.

They have been building for more than small domestic markets; they have been building for new concepts of common market groupings—and for export to the rest of the world, including us. In so doing, they have removed from us some sizable portion of our two major advantages — advanced technology and large scale.

And to date, at least, they have retained their own advantage of low labor rates—from one-half to one-tenth of those prevailing in this country.

The American manufacturing worker is paid an average of $2.30 an hour, with an additional 40 cents in benefits. For some craftsmen the rate is $3 or more. The Italian skilled worker draws 90 cents an hour, the West German 80 (for a 45-hour week), the Japanese 56 cents, the French about 90. It has been maintained by some that all or most of these differences are offset by differences in worker productivity, and some figures have been offered to justify this claim. There is to my knowledge, however, no evidence that, given the same tools and facilities, the worker abroad is not equally as productive as our own. Such differences in productivity as have existed in the past are rapidly decreasing as these countries rebuild and modernize their manufacturing plants.

Our Vaunted Technical Growth

We are therefore approaching—and at a fairly rapid pace—the point where manufacturing costs will reflect, in large part, the differences in wage and salary rates, and the living standards which they determine. It seems doubtful that the disparity in wage rates and living standards will be substantially reduced in the short term; or that they can be brought into equilibrium, at least in the industrially advanced parts of the world, without a significant downward trend in our own standards—with obviously severe repercussions, both economic and political. This is a form of competition which could well tarnish the glitter of the "Golden 60's."

Others have argued that we will offset these disadvantages by our greater technical skills and inventiveness, and point to our high industrial efficiency and higher living standards as the consequence. But here, too, it is difficult to justify such a conclusion. On the other hand, a study of patent applications for the 1950-1954 period shows that the Swiss produced more than three times as many per capita as we, the Swedes more than twice as many, and both Germany and Great Britain well in excess of our own rate. In fact, our per capita output of creative technical ideas is closer to the bottom than the top of industrially mature countries and has been declining for the past decade, while Germany, France, and England have been moving progressively upwards. Explain this, if you will, as another aftermath of the war—it remains convincing evidence that, in the long pull, our competitors abroad will fully equal, and could even surpass, our technical competence.

The financial problems which result may be resolved in part by investment in productive facilities abroad. The growth in Europe of the common-market concept—essentially a protectionist device—has made foreign investment attractive for those who wish to participate in this large market.

But it should be borne in mind that operations abroad, whether financed by American or by European capital, do not create jobs in this country. In addition, unless some revisions are made in our tariff policies, we may find European doors closed to our exported goods, while ours remain open to imports from lower wage countries.

Russia's Trade Aims

There is another unsettling factor in the world economic picture. That is the advent of Russia on stage as a free-wheeling world trader. With heavy surpluses in petroleum and other raw materials, Russia is increasing its competitive pressures through government-to-government barter deals that feature price cutting and dumping. The fact that these arrangements are prompted more often than not by political rather than orthodox economic aims makes Russia's role and weight all the more difficult to assess, or to counter.

Obviously there is no tidy set of answers to the problems occasioned by rising foreign competition — which is just another way of saying the world's rising industrialization.

To meet it successsfully, will require continued improvements in the productivity of our industries, continued expansion of our productive capacity and of our financial reserves. It means economic incentives to encourage individuals to work at the top of their talents and financial incentives to stimulate the creation of new capital. It means we must continue to stimulate technological growth through encouragement of research at all levels.

Competition and Economic Ideas

The fourth, and final area of competition which we will face in the 1960's is more significant and important in determining our future than any of the others. It is the competition of ideas. The ideas of freedom, which have been the driving force behind our economic development, will continue to do battle in the court of world opinion with the ideas of state control, socialism, communism, dictatorship and authoritarianism.

In the context of the Cold War, there are arguments that the United States can increase its strength most rapidly by government direction. There is nothing

new in this goal. Its proponents have merely adopted new arguments deemed more appropriate to the times.

I take the liberty of pointing out what is already well known to so many that our present highly competitive free-enterprise economic system can exist only as long as our elected representatives choose to permit it.

If they become convinced that greater regulation of industry is the answer to the challenge of Russia, we are in trouble as a nation.

If we think our present system is effective and that it is more than capable of meeting the challenge, we must convince our governmental representatives that it is. If we see inroads being made in our freedoms, we must counter them to the best of our ability.

If we are threatened with legislative obstacles to the proper functioning of the system, it is our duty—not just our right—as citizens to oppose them by all legitimate means. There is no question of whether businessmen are in politics. We are, whether we like it or not. The main question is whether we can be effective.

What Businessmen Must Do

To be effective requires more than just passing interest in one or two legislative proposals which bear particularly on our businesses. It requires that we begin to see the legislative process as a whole, and that we see the legislator's problems in the round and talk to him within his own frame of reference about what is possible and what is practical. It means that we should pay more attention to the methods by which our representatives are selected.

It also means that we must plan intelligently and then speak out forcefully to communicate our general views on the important issues. It means we must remain true to our basic beliefs and not forsake them when it is temporarily expedient. The great ideas of individual freedom, of equal opportunity, of human dignity, of free enterprise, have brought us strength and power as a nation, great material and social rewards, and a still unsurpassed technological establishment.

As we enter this fateful decade, we find arrayed against us zealous, dedicated antagonists abroad, the prophets of the new feudalism. At home there continues to be a large body of opinion earnestly striving to dilute the strength of our free economy by seeking even more regulation, control, and fractionization of business. The times require an equal dedication from those who speak for freedom.

Our responsibilities as American citizens and businessmen do not cease when we have manufactured, sold and delivered a certain quota of goods. It is up to us, each of us, to maintain constant vigilance, to speak out clearly against these forces that would limit our nation's freedom. Above all others, we should know that a strong America needs healthy, dynamic, competitive industry; we should be alert to the attempts to weaken it; we should be prepared to defend it in the struggle for men's minds.

***An address by Mr. Dawson before the Texas Mid-Continent Oil & Gas Association, San Antonio, Tex., Sept. 21, 1960.**

Various Factors Bearing On A Firm's Profitability

Continued from page 3

pliers, textbook publishers, building material concerns and appliance makers can be determined by inspection of the age group data.

Many and loud are the uncritical praises of a rising population with stout affirmations that this will mean a rising GNP and greater wealth for all. In the short run, this is not necessarily true. We are growing the most percentage-wise at the two nonworking ends of the population scale—the aged and retired (better nutrition and medical care) and the preschool and school age group (trend towards larger families). The immediate effect then of the population boom is to increase the number of mouths each employed worker is supporting (either directly in his family or indirectly through Social Security taxes). Although rising disposal income may more than compensate for the additional burden on each worker, the fact still remains that money that could have gone for luxuries and recreation now must go for food, diaper service, medical care and housing. In the long run, of course, the greater numbers of children being born **will** be additions to the working force, but short run effects must be examined closely.

(2) **Trend of per capita consumption** — of goods and services. Further along in this discussion we touch on a number of factors that determine whether per capita consumption rises, is stable, or falls (i. e. rising discretionary income, increased leisure time), but this trend is a subject of sufficient importance to merit being set out separately, at the risk of our being redundant. Examples of rising per capita consumption come easily to mind—aluminum, glass, amateur photographic film. One interesting method of increasing per capita consumption of a company's products is selling one product which requires repeat sales of a second product, such as cameras (film), office machines (forms and punch cards), and photocopying machines (sensitized paper). Thus, every new sale of the first product creates a continuing demand for a second product.

(3) **Rising Discretionary Income** At present, discretionary income is estimated at $135 billion or 40% of disposal personal income. By 1970 this proportion is expected to rise to 50% of disposal income. This should mean more money for recreation, education, and housing. However, the increasing proportion of consumer income which is **discretionary** lends greater volatility to certain phases of our economy. For instance, not only can the consumer now choose between outboards, swimming pools, and travel, but he has the alternative of spending more on goods and services now classed as necessities: gourmet foods instead of meat loaf; a more luxurious home; better medical and dental care; better clothing; more real estate taxes to support better schools, parks, and police protection. This could mean that some currently stable or defensive industries will find themselves less so as a greater part of their sales represent volitional spending of the consumer and not simply the purchase of life sustaining necessities.

It could also mean to a company producing a widely used basic necessity such as electricity or bread—products with little or no frills—that stability might well increase since the layer of discretionary spending above the point at which necessities must be cut, is so much thicker than it formerly was. Our economy has more "cream" on top and this layer of cream continues to build up. The fact that discretionary income is rising faster percentage-wise than wages means that the upper limit of installment debt can increase faster than wages, since installment debt is incurred largely for discretionary items.

(4) **Increased leisure time**—has obvious implications for makers of cameras, boats and bowling equipment. But it also has implications for firms outside the recreational area, such as manufacturers of shell homes.

(5) **Rising wage rates**—are implied in the combination of increased leisure time and rising disposable income. But rising wage rates to the extent they are not limited to productivity gains in a particular company or industry, must be met by passing these added costs on to the consumer in the form of price increases, or on to the stockholders in the form of lowered earnings. Therefore, rising wages and their relation to productivity gains must be considered when future profitability of a company is under consideration. Over the years, the rate at which productivity rises will determine the rate at which our standard of living rises.

The "do-it-yourself" movement is to a considerable extent inspired by the high and rising cost of labor. Many Americans cannot afford to have their homes repaired, painted, and so they "do-it-themselves." Continually rising wage rates can only enforce this trend, especially if combined with increased leisure time. This has a side effect of greater sales and rentals of tools for these purposes. This rising cost of labor is also bringing a consumer demand for products that require less service: autos, TV's and washers that obviate expensive visits of the repairman.

(6) **Increasing pace of technological change**—Product obsolescence will be much more rapid. Changes in manufacturing processes and techniques will increase variations in the cost and quality of the same product produced by different companies. To a large extent this is the result of rising research expenditures and it implies that companies without access to active research programs, or lacking the ability to translate research results into successful commercial products and services, will stand in ever greater danger of losing markets to more aggressive competitors. Conversely, of course, companies which do translate strong research programs into successful commercial products and services should be regarded as prime investment prospects.

In summary it would appear likely that the forces unleashed by the advances in technology will cause more rapid shifts of competitive position among industries and among individual companies within industries.

Along witih the increasing pace of technological change there is a concomitant advance in technological complexity. This complexity, or technological upgrading, i. you **will**, results generally in a more useful, more sophisticated product with a higher price and often a higher profit margin to the producer. Examples would include a modern automobile vs. a 1920 model, the vacuum cleaner vs. the broom, and the outboard motor vs. oars.

(7) **Foreign competition**—Will foreign imports affect a company's sales? Can the company manufacture abroad or sell imports to protect its domestic position? Better yet, can it capture growing foreign markets? It would appear that companies which do not recognize the combined potential and threat implicit in rising worldwide industrialization and trade, may forego profitable overseas markets and also see their domestic markets invaded by foreign concerns.

Prima facie, it would appear the United States will continue to dominate manufacturing areas requiring low labor input, much capital and advanced technologies. Products with high labor input, small capital requirements, and possibly low levels of technical know-how will be under increasing pressure from foreign imports. This does not mean domestic manufacturers with these favorable characteristics will be immune from foreign competition, for there is certainly sufficient capital and technical know-how abroad to be channeled into specific product areas—thus particular industries may from time to time come under attack. But across the board, with our huge capital accretions — which have been largely untouched by wars —we can build plant and equipment on a scale that other nations cannot yet match.

(8) **Excess capacity**—What will excess manufacturing and raw material capacity mean in terms of profit margins, price cutting and attendant phenomena? Such excess manufacturing capacity has been appearing in a steadily increasing number of industries, and seemingly permanent shortages of many raw materials have turned into market glutting surpluses (i.e., oil, sulphur, iron ore, bauxite, etc.) This has meant and will mean extended periods of re-adjustment and perhaps "profitless prosperity" to the firms involved. Over-all, "protected positions" offer less and less attraction to the investor since new technologies are vitiating patent protections; new raw material sources are undermining former "scarcity positions"; and technical skills are so widespread and antitrust prosecutions so vigorous that monopolies or oligarchies no longer have growing markets to themselves for 20 or 30 years.

(9) **Gradual relative shift of employment and spending away from manufacturing and toward service industries**—This is largely the result of the great productivity gains in manufacturing combined with some degree of consumer satiety in manufactured goods. The productivity gains in service industries have been slight.

At present the investor finds it difficult to capitalize on this trend since most service industries tend to be made up of small, fragmented sole proprietorships, partnerships or closely held corporations. The future, however, should witness increasing concentration of ownership (i.e., the vending machine industry) which should in turn create a greater number of concerns with investment merit.

As a corollary, this concentration of ownership and resources should lead to greater emphasis on productivity gains for the service industries. It would appear a great deal of future GNP growth could originate in this area of increasing service industry productivity.

(10) **Rising education level**—This is both a cause and a result of increasing research and technology, and rising wages and per capita income. One effect is to take a larger and larger proportion of the labor force out of the semi-skilled and unskilled labor pool — accelerating rising wages and increasing the profitability of cost cutting machinery. Rising educational levels also should mean increasingly sophisticated consumer tastes. Classical records, musical instruments, and adult education courses, are all in strong growth trends. The mass magazines appear to be in trouble circulation-wise, while special interest and opinion periodicals are reaching new heights of circulation and prosperity.

The above factors are obviously not all inclusive and are not so intended. However, they are among those factors which should be of particular importance to the profitability of American firms over the next ten years.

The Economic fact sheet accompanying this paper summarizes recent trends in many of the measures described above.

ECONOMIC FACT SHEET

Measure	1950	1959	% Increase	Compounded Annual % Increase
GNP (1959 dollars)	$356.4*	$482.1*	35.3	3.1
Industrial Production (FRB Index)	75	105	40.0	3.4
Wages (per week)	$59.33	$89.47	50.8	4.2
Consumers' Price Index	102.8	124.6	21.2	1.9
Disposable Personal Income	$207.7*	$337.3*	62.4	5.0
Installment Credit	$14.7*	$39.5*	168.5	10.4
Population	151,700,000	176,900,000	16.6	1.5
Per Capita, Disp. Pers. Inc.	$1,369	$1,906	39.2	3.4
Per Capita, Install. Credit	$97	$223	129.9	8.6
U. S. Exports	$13.1*	$22.9*	74.6	5.7
U. S. Imports	$12.5*	$23.8*	90.6	6.7
Research Expenditures	$2.9*	$11.5*†	300.7	14.9

* Billions. † Estimated.

Dempsey-Tegeler Branch

TULSA, Okla.—Dempsey-Tegeler & Co. has opened a branch office in the Enterprise Building under the management of Irving Miller. Mr. Miller was formerly President of Miller & Co.

Now Common, Dann & Co.

BUFFALO, N. Y.—The firm name of Vietor, Common, Dann & Co., Ellicott Square Building, members of the New York Stock Exchange, has been changed to Common, Dann & Co.

With Bacon, Stevenson

Bacon, Stevenson & Co., 39 Broadway, New York City, members of the New York Stock Exchange and the American Stock Exchange, announced that Cecil C. Merrifield has become associated with the firm.

J. F. Greig Opens

HONOLULU, Hawaii—James F. Greig is conducting a securities business from offices at 161 South King Street. He was formerly with Stern, Frank, Meyer & Fox and prior thereto was with Bishop Trust Company.

Houston Securities Corp.

HOUSTON, Texas — Houston Securities Corporation has been formed with offices at 2207 South Coast Building. Officers are Geo. K. Waki, President, and Joe D. Pace, Secretary, Treasurer and Vice-President. Both were formerly associated with Kay & Co.

Now Corporation

NEW HAVEN, Conn. — Planners, 900 Whalley Avenue, is continuing its investment business as a corporation. Officers are Irving Lipsiner, President; David Saginor, Treasurer; and Harvey S. Sussman, Secretary.

Chic. Inv. Women to Hear

CHICAGO, Ill. — The Investment Women of Chicago will have as guest speaker Carroll L. Birch, M.D., Professor of Medicine at the University of Illinois, at their next meeting on Oct. 19 at the Chicago Bar Association.

Four With Yates, Heitner

(Special to THE FINANCIAL CHRONICLE)

ST. LOUIS, Mo. — Milton J. H. Gehrs, William A. Gerst, Francis J. Hess, Jr., and Leo F. Wulfers have joined the staff of Yates, Heitner & Woods, Paul Brown Building, members of the New York and Midwest Stock Exchanges.

Form Accredited Inv.

SYRACUSE, N. Y. — Accredited Investors Services, Inc. has been formed with offices at 753 James Street to engage in a securities business. Officers are Charles F. Shima, President, and Jeanne Gross, Secretary-Treasurer.

Indications of Current Business Activity

The following statistical tabulations cover production and other figures for the latest week or month available. Dates shown in first column are either for the week or month ended on that date, or, in cases of quotations, are as of that date:

		Latest Week	Previous Week	Month Ago	Year Ago
AMERICAN IRON AND STEEL INSTITUTE:					
Indicated Steel operations (per cent capacity)	Oct. 15	§96.9	*94.7	94.0	22.9
Equivalent to—					
Steel ingots and castings (net tons)	Oct. 15	§1,556,000	*1,522,000	1,510,000	368,000
AMERICAN PETROLEUM INSTITUTE:					
Crude oil and condensate output—daily average (bbls. of 42 gallons each)	Sept. 30	6,849,060	6,876,860	6,823,860	6,812,225
Crude runs to stills—daily average (bbls.)	Sept. 30	¶7,949,000	7,963,000	8,294,000	7,618,000
Gasoline output (bbls.)	Sept. 30	29,018,000	28,575,000	29,200,000	28,544,000
Kerosene output (bbls.)	Sept. 30	2,663,000	2,189,000	2,701,000	2,100,000
Distillate fuel oil output (bbls.)	Sept. 30	12,583,000	12,624,000	12,774,000	12,635,000
Residual fuel oil output (bbls.)	Sept. 30	6,168,000	6,388,000	6,027,000	5,825,000
Stocks at refineries, bulk terminals, in transit, in pipe lines—					
Finished and unfinished gasoline (bbls.) at	Sept. 30	187,417,000	186,906,000	188,665,000	175,857,000
Kerosene (bbls.) at	Sept. 30	35,151,000	34,896,000	33,884,000	32,231,000
Distillate fuel oil (bbls.) at	Sept. 30	168,625,000	165,447,000	153,023,000	174,169,000
Residual fuel oil (bbls.) at	Sept. 30	50,325,000	48,344,000	47,078,000	59,524,000
ASSOCIATION OF AMERICAN RAILROADS:					
Revenue freight loaded (number of cars)	Oct. 31	631,645	617,635	577,090	572,352
Revenue freight received from connections (no. of cars)	Oct. 31	531,758	533,302	490,884	527,612
CIVIL ENGINEERING CONSTRUCTION — ENGINEERING NEWS-RECORD:					
Total U. S. construction	Oct. 6	$602,800,000	$409,500,000	$427,200,000	$241,500,000
Private construction	Oct. 6	427,600,000	175,100,000	243,600,000	141,900,000
Public construction	Oct. 6	175,200,000	234,400,000	183,600,000	99,600,000
State and municipal	Oct. 6	150,600,000	209,600,000	121,200,000	85,300,000
Federal	Oct. 6	24,600,000	24,800,000	62,400,000	14,300,000
COAL OUTPUT (U. S. BUREAU OF MINES):					
Bituminous coal and lignite (tons)	Oct. 1	8,235,000	8,220,000	7,730,000	7,611,000
Pennsylvania anthracite (tons)	Oct. 1	363,000	378,000	376,000	457,000
DEPARTMENT STORE SALES INDEX—FEDERAL RESERVE SYSTEM—1947-49 AVERAGE=100	Oct. 1	149	148	147	143
EDISON ELECTRIC INSTITUTE:					
Electric output (in 000 kwh.)	Oct. 8	13,725,000	13,779,000	14,216,000	13,086,000
FAILURES (COMMERCIAL AND INDUSTRIAL) — DUN & BRADSTREET, INC.	Oct. 6	343	304	276	274
IRON AGE COMPOSITE PRICES:					
Finished steel (per lb.)	Oct. 4	6.196c	6.196c	6.196c	6.196c
Pig iron (per gross ton)	Oct. 4	$66.41	$66.41	$66.41	$66.41
Scrap steel (per gross ton)	Oct. 4	$29.83	$31.50	$32.50	$43.50
METAL PRICES (E. & M. J. QUOTATIONS):					
Electrolytic copper—					
Domestic refinery at	Oct. 5	32.475c	32.600c	32.600c	32.450c
Export refinery at	Oct. 5	27.550c	28.325c	28.700c	28.050c
Lead (New York) at	Oct. 5	12.000c	12.000c	12.000c	13.000c
Lead (St. Louis) at	Oct. 5	11.800c	11.800c	11.800c	12.800c
‡Zinc (delivered) at	Oct. 5	13.500c	13.500c	13.500c	12.500c
Zinc (East St. Louis) at	Oct. 5	13.000c	13.000c	13.000c	12.000c
Aluminum (primary pig. 99.5%) at	Oct. 5	23.250c	26.000c	26.000c	24.700c
Straits tin (New York) at	Oct. 5	103.125c	102.255c	102.625c	103.375c
MOODY'S BOND PRICES DAILY AVERAGES:					
U. S. Government Bonds	Oct. 11	87.83	88.40	88.42	82.58
Average corporate	Oct. 11	87.18	87.32	87.99	83.91
Aaa	Oct. 11	91.91	91.91	92.50	87.99
Aa	Oct. 11	89.64	90.06	90.06	85.46
A	Oct. 11	86.65	86.78	87.18	83.66
Baa	Oct. 11	80.93	81.17	82.65	78.90
Railroad Group	Oct. 11	84.55	84.55	85.07	82.77
Public Utilities Group	Oct. 11	88.13	88.54	89.37	82.77
Industrials Group	Oct. 11	88.81	88.95	89.51	86.24
MOODY'S BOND YIELD DAILY AVERAGES:					
U. S. Government Bonds	Oct. 11	3.77	3.71	3.69	4.26
Average corporate	Oct. 11	4.62	4.61	4.56	4.87
Aaa	Oct. 11	4.28	4.28	4.24	4.56
Aa	Oct. 11	4.44	4.41	4.41	4.75
A	Oct. 11	4.66	4.65	4.62	4.89
Baa	Oct. 11	5.11	5.09	4.97	5.28
Railroad Group	Oct. 11	4.82	4.82	4.78	4.96
Public Utilities Group	Oct. 11	4.55	4.52	4.46	4.96
Industrials Group	Oct. 11	4.50	4.49	4.45	4.69
MOODY'S COMMODITY INDEX	Oct. 11	362.7	364.4	362.2	376.8
NATIONAL PAPERBOARD ASSOCIATION:					
Orders received (tons)	Oct. 1	334,749	312,753	312,762	363,714
Production (tons)	Oct. 1	324,667	321,633	326,644	331,401
Percentage of activity	Oct. 1	93	93	94	97
Unfilled orders (tons) at end of period	Oct. 1	429,110	411,961	418,445	532,006
OIL, PAINT AND DRUG REPORTER PRICE INDEX—1949 AVERAGE=100	Oct. 7	109.65	109.65	109.77	110.81
ROUND-LOT TRANSACTIONS FOR ACCOUNT OF MEMBERS, EXCEPT ODD-LOT DEALERS AND SPECIALISTS					
Transactions of specialists in stocks in which registered—					
Total purchases	Sep. 16	1,783,190	1,691,490	2,140,240	1,762,943
Short sales	Sep. 16	299,940	279,770	391,010	242,740
Other sales	Sep. 16	1,420,850	1,373,960	1,695,920	1,594,118
Total sales	Sep. 16	1,720,790	1,653,730	2,086,930	1,836,858
Other transactions initiated off the floor—					
Total purchases	Sep. 16	253,090	253,350	393,960	332,410
Short sales	Sep. 16	50,960	42,760	50,500	27,300
Other sales	Sep. 16	224,790	208,830	308,500	377,440
Total sales	Sep. 16	275,750	251,590	359,000	404,740
Other transactions initiated on the floor—					
Total purchases	Sep. 16	512,985	467,550	604,095	560,651
Short sales	Sep. 16	95,840	77,860	91,480	135,220
Other sales	Sep. 16	499,880	450,905	653,115	742,595
Total sales	Sep. 16	595,720	528,765	744,595	877,815
Total round-lot transactions for account of members—					
Total purchases	Sep. 16	2,549,265	2,412,390	3,138,295	2,656,004
Short sales	Sep. 16	446,740	400,390	532,990	405,260
Other sales	Sep. 16	2,145,520	2,033,695	2,657,535	2,714,153
Total sales	Sep. 16	2,592,260	2,434,085	3,190,525	3,119,413
STOCK TRANSACTIONS FOR ODD-LOT ACCOUNT OF ODD-LOT DEALERS AND SPECIALISTS ON N. Y. STOCK EXCHANGE — SECURITIES EXCHANGE COMMISSION					
Odd-lot sales by dealers (customers' purchases)—†					
Number of shares	Sep. 16	1,351,988	1,187,357	1,488,187	1,629,386
Dollar value	Sep. 16	$64,519,362	$57,724,697	$72,799,692	$81,101,534
Odd-lot purchases by dealers (customers' sales)—					
Number of orders—Customers' total sales	Sep. 16	1,284,281	1,163,600	1,426,451	1,127,969
Customers' short sales	Sep. 16	12,884	10,866	8,678	21,127
Customers' other sales	Sep. 16	1,271,397	1,152,734	1,417,373	1,106,842
Dollar value	Sep. 16	$60,308,477	$56,150,992	$66,665,560	$55,411,752
Round-lot sales by dealers—					
Number of shares—Total sales	Sep. 16	403,630	356,290	419,590	255,420
Short sales	Sep. 16	—	—	—	—
Other sales	Sep. 16	403,630	356,290	419,590	255,420
Round-lot purchases by dealers—Number of shares	Sep. 16	438,370	379,600	498,320	733,870
TOTAL ROUND-LOT STOCK SALES ON THE N. Y. STOCK EXCHANGE AND ROUND-LOT STOCK TRANSACTIONS FOR ACCOUNT OF MEMBERS (SHARES):					
Total round-lot sales—					
Short sales	Sep. 16	607,280	574,270	669,760	570,320
Other sales	Sep. 16	11,752,520	10,659,820	13,478,450	12,186,320
Total sales	Sep. 16	12,359,800	11,234,090	14,148,210	12,756,640
WHOLESALE PRICES, NEW SERIES — U. S. DEPT. OF LABOR — (1947-49=100):					
Commodity Group—					
All commodities	Oct. 4	119.5	119.5	119.4	119.2
Farm products	Oct. 4	88.4	88.3	87.4	86.8
Processed foods	Oct. 4	108.4	108.5	107.5	106.2
Meats	Oct. 4	96.7	96.7	94.7	95.9
All commodities other than farm and foods	Oct. 4	128.1	128.2	128.3	128.5

*Revised figure. ¶Includes 1,059,000 barrels of foreign crude runs. §Based on new annual capacity of 148,570,970 tons as of Jan. 1, 1960 as against Jan. 1, 1959 basis of 147,633,670 tons. †Number of orders not reported since introduction of Monthly Investment Plan. ‡Prime Western Zinc sold on delivered basis at centers where freight from East St. Louis exceeds one-half cent a pound.

	Latest Month	Previous Month	Year Ago
BUILDING CONSTRUCTION—U. S. DEPT. OF LABOR—Month of August (in millions):			
Total new construction	5,162	5,140	5,432
Private construction	3,531	3,537	3,822
Residential buildings (nonfarm)	2,004	2,033	2,380
New dwelling units	1,524	1,523	1,866
Additions and alterations	400	430	444
Nonhousekeeping	80	80	70
Nonresidential buildings	871	860	826
Industrial	238	231	186
Commercial	351	354	371
Office buildings and warehouses	181	177	176
Stores, restaurants and garages	170	177	195
Other nonresidential buildings	282	275	269
Religious	94	89	90
Educational	51	49	45
Hospital and institutional	47	46	50
Social and recreational	67	66	57
Miscellaneous	23	25	27
Farm construction	139	135	129
Public utilities	490	482	468
Telephone and telegraph	97	99	80
Other public utilities	393	383	388
All other private	27	27	19
Public construction	1,631	1,603	1,610
Residential buildings	60	63	69
Nonresidential buildings	443	457	417
Industrial	32	53	30
Educational	265	265	241
Hospital and institutional	36	36	40
Administrative and service	60	56	57
Other nonresidential buildings	50	47	49
Military facilities	119	115	135
Highways	662	637	649
Sewer and water systems	138	135	144
Sewer	80	81	89
Water	58	54	55
Public service enterprises	79	70	67
Conservation and development	110	107	107
All other public	20	19	22
CIVIL ENGINEERING CONSTRUCTION — ENGINEERING NEWS-RECORD — Month of September (000's omitted):			
Total U. S. construction	$2,232,000	$1,859,000	$1,538,000
Private construction	1,159,000	965,000	961,000
Public construction	1,073,000	894,000	577,000
State and municipal	890,000	726,000	463,000
Federal	184,000	168,000	114,000
CONSUMER CREDIT OUTSTANDING—BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM—REVISED SERIES—Estimated short and intermediate term credit in millions as of Aug. 31:			
Total consumer credit	$53,928	$53,653	$48,841
Instalment credit	41,995	41,687	37,510
Automobile	18,078	17,946	16,288
Other consumer goods	10,202	10,202	9,289
Repairs and modernization loans	2,891	2,852	2,569
Personal loans	10,824	10,687	9,364
Noninstallment credit	11,933	11,966	11,331
Single payment loans	4,299	4,290	4,034
Charge accounts	4,473	4,506	4,365
Service credit	3,161	3,170	2,932
METAL PRICES (E. & M. J. QUOTATIONS)—			
September:			
Copper—			
Domestic refinery (per pound)	32.600c	32.600c	31.018c
Export refinery (per pound)	28.611c	29.925c	28.015c
††London, prompt (per long ton)	£234.705	£245.159	£230.375
††Three months, London (per long ton)	£235.261	£243.727	£230.000
Lead—			
Common, New York (per pound)	12.000c	12.000c	13.000c
Common, East St. Louis (per pound)	11.800c	11.800c	12.800c
††London, prompt (per long ton)	£69.946	£70.949	£70.722
††Three months, London (per lon gton)	£70.244	£71.352	£72.088
Zinc—			
East St. Louis (per pound)	13.000c	13.000c	11.334c
§§Prime Western, delivered (per pound)	13.500c	13.500c	11.834c
††London, prompt (per long ton)	£87.139	£87.429	£86.071
††London, three months (per long ton)	£86.446	£87.460	£84.991
Silver and Sterling Exchange—			
Silver, New York (per ounce)	91.375c	91.375c	91.399c
Silver, London (per ounce)	79.250d	92.250d	78.898d
Sterling Exchange (check)	$2.81271	$2.81111	$2.80370
Tin, New York Straits	102.274c	102.940c	102.435c
Gold (per ounce U. S. price)	$35.000	$35.000	$35.000
Quicksilver (per flask of 76 pounds)	$209.000	$209.000	$223.810
Antimony—			
¶New York, boxed (per pound)	32.590c	32.590c	32.590c
Laredo, bulk (per pound)	29.000c	29.000c	29.000c
Laredo, boxed (per pound)	29.500c	29.500c	29.500c
Platinum, refined (per pound)	$82.000	$82.000	$77.000
Cadmium (per pound, delivered ton lots)	$1.40000	$1.40000	$1.20000
(Per pound, small lots)	$1.51429	$1.50000	$1.30000
Cobalt, 97% grade (per pound)	$1.50000	$1.50000	$1.75000
Aluminum—			
99% grade ingot weighted avge. (per lb.)	26.000c	26.000c	26.800c
99% grade primary pig	23.250c	23.250c	24.700c
Magnesium ingot (per pound)	35.250c	35.250c	35.250c
**Nickel	74.000c	74.000c	74.000c
Bismuth (per pound)	$2.25	$2.25	$2.25
NEW YORK STOCK EXCHANGE—			
As of Aug. 31 (000's omitted):			
Member firms carrying margin accounts—			
Total customers' net debit balances	$3,220,000	$3,113,000	$3,424,000
Credit extended to customers	111,000	110,000	154,000
Cash on hand and in banks in U. S.	362,000	361,000	374,000
Total of customers' free credit balances	1,021,000	1,018,000	1,035,000
Market value of listed bonds	110,057,902	108,993,941	104,879,730
Market value of listed shares	300,900,603	292,391,667	304,568,809
Member borrowings on U. S. Govt. issues	720,000	677,000	488,000
Member borrowings on other collateral	2,231,000	2,203,000	2,314,000
SELECTED INCOME ITEMS OF U. S. CLASS I RYS. (Interstate Commerce Commission)—			
Month of June:			
Net railway operating income	$57,025,664	$61,274,451	$89,306,340
Other income	25,922,415	25,903,176	22,944,530
Total income	$82,948,079	$87,177,627	$112,250,870
Miscellaneous deductions from income	4,438,854	4,443,496	4,188,494
Income available for fixed charges	78,509,225	82,734,131	108,062,376
Total fixed charges	31,376,362	31,265,785	31,233,677
Income after fixed charges	47,132,863	51,468,346	76,828,699
Other deductions	4,055,283	4,123,814	4,238,105
Net income	43,077,580	47,344,532	72,590,594
Depreciation (way & structure & equipment)	52,647,779	52,380,490	51,048,225
Federal income taxes	24,577,362	21,589,039	36,782,886
Dividend appropriations:			
On common stock	26,153,694	29,655,057	20,901,589
On preferred stock	1,106,083	4,093,467	840,125
Ratio of income to fixed charges	2.50	2.65	3.46

*Revised figure. †Estimated totals based on reports from companies accounting for 96% of primary, 95% of secondary tin consumption in 1957 and 97% of total stocks end of 1957. ¶Domestic five tons or more but less than carload lot boxed. §§Delivered where freight from East St. Louis exceeds 0.5c. **F.o.b. Port Colburne, U. S. Duty included. ††Average of daily mean and bid and ask quotations per long ton at morning session of London Metal Exchange.

Securities Now in Registration

★ INDICATES ADDITIONS SINCE PREVIOUS ISSUE
• ITEMS REVISED

NOTE—Because of the large number of issues awaiting processing by the SEC, it is becoming increasingly difficult to predict offering dates with a high degree of accuracy. The dates shown in the index and in the accompanying detailed items reflect the expectations of the underwriter but are not, in general, to be considered as firm offering dates.

ACR Elecronics Corp.
Sept. 28, 1960 filed 150,000 shares of common stock, 75,000 series I common stock purchase warrants, and 75,000 series II common stock purchase warrants, to be offered in units, each unit to consist of two common shares, one series I 5-year purchase warrant, and one 5-year series II warrant. Warrants are exercisable initially at $2 per share. **Price**—To be supplied by amendment. **Proceeds** — For salaries of additional personnel, liquidation of debt, research, and the balance for working capital. **Office**—551 W. 22nd Street, New York City. **Underwriters**—Globus, Inc. and Ross, Lyon & Co., Inc., both of New York City.

Adler Built Industries, Inc.
Aug. 29, 1960 (letter of notification) 150,000 shares of common stock (par 10 cents). **Price**—$2 per share. **Proceeds** — For acquisition and development of land and operating capital. **Office**—1201 W. 66th St., Hialeah, Fla. **Underwriter** — American Diversified Securities, Inc., Washington, D. C.

Aircraft Armaments, Inc. (11/18)
Sept. 26, 1960 filed 265,500 shares of common stock, to be offered by United Industrial Corp. to holders of UIC common on the basis of one Aircraft share for each 8 UIC shares held. **Price**—To be supplied by amendment. **Business**—The issuer, wholly owned by UIC, is engaged in applied research and development in various technical fields and works largely for the Department of Defense. **Office**—Cockeysville, Md. **Underwriter**—Eastman Dillon, Union Securities & Co., New York City (managing).

• Alarm Device Manufacturing Co. Inc. (11/1-4)
Sept. 19, 1960 filed 130,500 shares of outstanding common stock (par 10 cents). **Price** — $4 per share. **Business**—Manufacture and sale of burglar and fire alarm equipment. **Proceeds**—To selling stockholders. **Office**—1665 St. Marks Ave., Brooklyn, N. Y. **Underwriter**—Golkin, Bomback & Co., New York, N. Y.

Aldens Inc.
Aug. 24, 1960 filed $6,205,000 of convertible subordinated debentures, due Oct. 1, 1980, being offered to holders of the outstanding common of record Sept. 30, 1960, on the basis of $100 of such debentures for each 14 common shares then held with rights to expire on Oct. 17. **Price**—At par. **Proceeds** — For general corporate purposes. **Office**—Chicago, Ill. **Underwriter**—Lehman Brothers, New York City.

All American Engineering Co. (11/15)
Sept. 27, 1960 filed 85,918 shares of common stock (par 10 cents), to be offered to holders of the outstanding common on the basis of one new share for each four shares held. **Price**—To be supplied by amendment. **Business**—The firm is engaged primarily, under government-sponsored contracts, in research, development, and manufacturing activities related to the aircraft, satellite, and missile fields. **Proceeds** — For general corporate purposes. **Office**—Du Pont Airport, Wilmington, Del. **Underwriter**—Drexel & Co., Philadelphia, Pa. (managing).

• Allegri-Tech, Inc. (11/7-11)
Sept. 21, 1960 filed 100,000 shares of 50c par common stock. **Price** — $6 per share. **Business** — The company makes and sells printed circuitry and modules. **Proceeds** — To pay bank notes and other indebtedness incurred for equipment, to finance leasehold improvements, and for research and development expenses. **Office** — 141 River Road, Nutley, N. J. **Underwriter**—Myron A. Lomasney & Co., New York City.

Allied Bowling Centers, Inc.
Dec. 29 filed $750,000 of sinking fund debentures and 300,000 shares of capital stock, to be offered in units of $75 principal amount of debentures and 30 shares of stock. Price—$108 per unit. Proceeds—For general corporate purposes. Office—Arlington, Texas. Underwriter—Rauscher, Pierce & Co., Inc., Dallas. Note — This offering has been postponed.

Continued on page 28

NEW ISSUE CALENDAR

October 14 (Friday)

Bruce National Enterprises, Inc.______Common
(George, O'Neill & Co., Inc.) $2,010,000

Carco Industries, Inc.______Common
(Myron A. Lomasney & Co.) $750,000

Dalto Corp.______Common
(No underwriting) 431,217 shares

Lence Lanes, Inc.______Common
(Marron, Sloss & Co., Inc.) $1,050,000

Puritan Sportswear Corp.______Common
(Hayden, Stone & Co.) 120,000 shares

Vogue Instrument Corp.______Common
(S. S. Samet & Co., Inc.) $300,000

October 17 (Monday)

Aluminum Insulating Co., Inc.______Common
(Dean Samitas & Co., Inc.) $225,000

American Recreation Centers, Inc.______Debentures
(York & Co.) $600,000

American Recreation Centers, Inc.______Capital
(York & Co.) 60,000 shares

Associated Sales Analysts, Inc.______Class A Stock
(Amos Treat & Co., Inc.) $367,500

Bowling Investments, Inc.______Common
(Copley & Co.) $300,000

Chemplate Corp.______Common
(Keon & Co.) $130,000

Dewey (G. C.) Corp.______Common
(No underwriting) 64,500 shares

Electronics International Capital Ltd.______Common
(Bear, Stearns & Co.) $25,000,000

Glickman Corp.______Common
(Morris Cohon & Co.) $4,000,000

Indian Head Mills, Inc.______Common
(Blair & Co. and F. S. Smithers & Co.) 60,000 shares

Keller Corp.______Common
(Casper Rogers Co.) $300,000

Lifetime Pools Equipment Corp.______Common
(First Pennington Corp.) 100,000 shares

Lionel Corp.______Debentures
(Offering to stockholders—underwritten by Granbery, Marache & Co.) $4,500,000

Louisville & Nashville RR.______Equip. Trust Ctfs.
(Bids noon EST) $4,125,000

Mid-States Business Capital Corp.______Common
(Carl M. Loeb, Rhoades & Co. and Scherck, Richter Co.) $8,250,000

National Film Studios, Inc.______Common
(R. Baruch & Co.) $300,000

Portland Turf Association______Bonds
(General Investing Corp.) $300,000

Preferred Risk Life Assurance Co.______Common
(Preferred Investments, Inc.) $1,500,000

Robosonics, Inc.______Common
(Mandell & Kahn, Inc.) $900,000

Scantlin Electronics, Inc.______Common
(Carl M. Loeb, Rhoades & Co. and Paine, Webber, Jackson & Curtis) 275,000 shares

Techni Electronics, Inc.______Common
(United Planning Corp.) $225,000

Tenax, Inc.______Debentures
(Myron A. Lomasney & Co.) $1,500,000

Virginia Capital Corp.______Common
(J. C. Wheat & Co.) 60,000 shares

White Avionics Corp.______Common
(Planned Investing Corp.) $300,000

Whitmoyer Laboratories, Inc.______Common
(Hallowell, Sulzberger, Jenks, Kirkland & Co.) $510,000

Whitmoyer Laboratories, Inc.______Debentures
(Hallowell, Sulzberger, Jenks, Kirkland & Co.) $500,000

October 18 (Tuesday)

Daystrom, Inc.______Debentures
(Goldman, Sachs & Co. and R. W. Pressprich & Co.) $10,000,000

Glen Manufacturing, Inc.______Common
(Loewi & Co.) $1,250,000

Louisville Gas & Electric Co.______Bonds
(Bids 10:30 a.m. Chicago time) $16,000,000

Pacific Gas Transmission Co.______Common
(Blyth & Co., Inc.; The Dominion Securities Corp. and McLeod, Young, Weir, Inc.) 552,500 shares

Puritron Corp.______Common
(Bache & Co.) 250,000 shares

Transitubes Electronics, Inc.______Common
(Blaha & Co., Inc.) $200,000

Wenwood Organizations Inc.______Debentures
(Michael G. Kletz & Co., Inc.) $550,000

October 19 (Wednesday)

American Optical Co.______Conv. Debentures
(Kuhn, Loeb & Co.) $8,000,00

Chesapeake & Ohio Ry.______Equip. Trust Ctfs.
(Bids to be received) $3,750,000

Detroiter Mobile Homes, Inc.______Common
(Hornblower & Weeks) 250,000 shares

High Authority of the European Coal and Steel Community______Bonds
(Kuhn, Loeb & Co.; First Boston Corp. and Lazard Freres & Co.) $25,000,000

High Authority of the European Coal and Steel Community______Notes
(Kuhn, Loeb & Co.; First Boston Corp. and Lazard Freres & Co.) $10,000,000

Nafi Corp.______Debentures
(Shields & Co. and Lehman Brothers) $7,500,000

Natural Gas Pipeline Co. of America______Bonds
(Dillon, Read & Co., Inc. and Halsey, Stuart & Co., Inc.) $25,000,000

Natural Gas Pipeline Co. of America______Preferred
(Dillon, Read & Co., Inc.) 150,000 shares

Pacific Lighting Gas Supply Co.______Debentures
(Bids 8:30 a.m. California time) $25,000,000

Technical Materiel Corp.______Common
(Kidder, Peabody & Co.) 120,000 shares

Valdale Co., Inc.______Common
(B. N. Rubin & Co. and H. S. Simmons & Co.) $300,000

October 20 (Thursday)

Associated Dry Goods Corp.______Debentures
(Lehman Brothers) $20,000,000

Florida Power Corp.______Bonds
(Bids 11:30 a.m. N. Y. time) $25,000,000

Kings Electronics Co., Inc.______Units
(Ross, Lyon & Co., Inc.; Globus, Inc.; Reich & Co.; Harold C. Shore & Co. and Godfrey, Hamilton, Magnus & Co.) $800,000

Omega Precision, Inc.______Common
(Pacific Coast Securities Co. and George, O'Neill & Co., Inc.) $300,000

October 24 (Monday)

Amacorp Industrial Leasing Co., Inc.______Common
(McDonnell & Co., Inc.) 170,000 shares

Commonwealth Edison Co.______Common
(First Boston Corp. and Glore, Forgan & Co.) 3,850 shares

Cyclomatics, Inc.______Common
(General Securities Co.) $250,000

Dorsey Corp.______Debentures
(Blair & Co., Inc.) $3,500,000

Dorsey Corp.______Common
(Blair & Co., Inc.) 350,000 shares

Electronics, Missiles & Communications, Inc.______Com.
(Frank Karasik & Co., Inc.) $300,000

First Connecticut Small Business Investment Co.______Common
(Grimm & Co.) $2,250,000

Frouge Corp.______Common
(Van Alstyne, Noel & Co.) 175,000 shares

Frouge Corp.______Debentures
(Van Alstyne, Noel & Co.) $1,500,000

Green Shoe Manufacturing Co.______Common
(Paine, Webber, Jackson & Curtis and F. S. Moseley & Co.) 420,000 shares

Horizon Land Corp.______Units
(Ross, Lyon & Co., Inc.) $1,500,000

Interstate Vending Co.______Common
(Bear, Stearns & Co.) 235,000 shares

Kirk (C. F.) Laboratories, Inc.______Common
(Schrijver & Co.) $299,700

Koeller Air Products, Inc.______Units
(Lloyd Securities) $200,000

Mohawk Insurance Co.______Common
(R. F. Dowd & Co., Inc.) $900,000

Munsingwear, Inc.______Conv. Debentures
(Goldman, Sachs & Co. and Piper, Jaffray & Hopwood) $3,000,000

Nixon-Baldwin Chemicals, Inc.______Units
(Lee Higginson Corp. and P. W. Brooks & Co., Inc.) $4,000,000

Premier Microwave Corp.______Common
(Van Alstyne, Noel & Co.) 100,000 shares

Simon Hardware Co.______Debentures
(J. S. Strauss & Co.) $900,000

Simon Hardware Co.______Common
(J. S. Strauss & Co.) 70,000 shares

Standard Instrument Corp.______Common
(Havener Securities Corp.) 50,000 shares

Standard Pressed Steel Co.______Common
(Kidder, Peabody & Co.) 112,760 shares

Still-Man Manufacturing Corp.______Class A
(Francis I. duPont & Co.) 150,000 shares

Sulray, Inc.______Common
(J. A. Winston & Co., Inc. and Netherlands Securities Co., Inc.) $300,000

Telephone & Electronics Corp.______Common
(Equity Securities Co.) $264,900

Tele-Tronics Co.______Common
(Woodcock, Moyer, Fricke & French, Inc.) $300,000

Willer Color Television System, Inc.______Common
(Equity Securities Co.) $242,670

October 25 (Tuesday)

American Telephone & Telegraph Co.______Debentures
(Bids 11:30 a.m. N. Y. time) $250,000,000

Bzura Chemical Co., Inc.______Common
(P. W. Brooks & Co., Inc. and Lee Higginson Corp.) 450,000 shares

Deere (John) Credit Co.______Debentures
(Harriman Ripley & Co., Inc.) $50,000,000

Florida Hillsboro Corp.______Units
(P. W. Brooks & Co., Inc. and Lee Higginson Corp.) $1,150,000

Jahncke Service, Inc.______Common
(Hemphill, Noyes & Co.) 156,200 shares

Pik-Quik, Inc.______Common
(A. C. Allyn & Co., Inc.) 550,000 shares

Southern Nevada Power Co.______Bonds
(Bids to be received) $5,000,000

Transitron Electronics Corp.______Common
(Merrill Lynch, Pierce, Fenner & Smith, Inc.) 1,250,000 shares

Welded Tube Co. of America______Common
(H. Hentz & Co.) $840,000

October 26 (Wednesday)

Champion Spark Plug Co.______Common
(Blyth & Co., Inc.; Glore, Forgan & Co.; Hornblower & Weeks and Merrill Lynch, Pierce, Fenner & Smith, Inc.) 750,000 shares

Major League Bowling & Recreation, Inc.______Com.
(Eastman Dillon, Union Securities & Co. and J. C. Wheat & Co.) 150,000 shares

Riegel Paper Corp.______Debentures
(Morgan Stanley & Co.) $10,000,000

October 27 (Thursday)

Electro-Science Investors, Inc.____Common
(Kidder, Peabody & Co. and Rauscher, Pierce & Co., Inc.) 772,000 shares

Polymer Corp. ____Common
(White, Weld & Co. and A. G. Edwards & Sons) 20,000 shares

Polymer Corp. ____Conv. Debentures
(White Weld & Co. and A. G. Edwards & Sons) $2,750,000

Stancil-Hoffman Corp.____Capital
(Pacific Coast Securities Co.) $300,000

October 28 (Friday)

Chemtronic Corp. ____Common
(Jay W. Kaufman & Co.) $400,000

Industrial Hose & Rubber Co., Inc.____Common
(Schrijver & Co.) $500,000

Paddington Corp. ____Common
(Lee Higginson Corp. and H. Hentz & Co.) 36,498 shares

October 31 (Monday)

Automatic Radio Mfg. Co., Inc.____Common
(Paine, Webber, Jackson & Curtis) 623,750 shares

Baruch (R.) & Co.____Common
(R. Baruch & Co.) $200,000

Ultra-Sonic Precision Co. Inc.____Common
(Merritt, Vickers, Inc.) $200,000

United Gas Corp. ____Bonds
(Bids 11:30 a.m. N. Y. time) $30,000,000

United Gas Corp. ____Debentures
(Bids 11:30 a.m. N. Y. time) $30,000,000

November 1 (Tuesday)

Alarm Device Manufacturing Co. Inc.____Common
(Golkin, Bomback & Co.) $522,000

Berkshire Frocks, Inc.____Common
(Blair & Co. and Richter & Co.) 120,000 shares

Brothers Chemical Co.____Common
(Sandkuhl & Company, Inc.) $300,000

Canaveral International Corp.____Common
(S. Schramm & Co., Inc.) 300,000 shares

Coral Aggregates Corp.____Common
(Peter Morgan & Co. and Robinson & Co., Inc.) $400,000

Federal Street Fund, Inc.____Common
(Goldman, Sachs & Co.) $20,000,000

Fotochrome, Inc. ____Common
(Shearson, Hammill & Co. and Emanuel Deetjen & Co.) 220,000 shares

Gremar Manufacturing Co., Inc.____Common
(Milton D. Blauner & Co., Inc. and M. L. Lee Co., Inc.) 100,000 shares

International Safflower Corp.____Common
(Copley & Co.) $300,000

Kingsport Press, Inc.____Common
(Lehman Brothers and W. H. Newbold's Sons & Co.) 125,000 shares

National Airlines, Inc.____Convertible Debentures
(Offering to stockholders—underwritten by Lehman Brothers) $10,288,000

Nationwide Tabulating Corp.____Common
(Milton D. Blauner & Co., Inc.) $200,000

Nissen Trampoline Co.____Common
(Jesup & Lamont) 85,000 shares

Pacific Gas & Electric Co.____Bonds
(Bids to be received) $60,000,000

Seaboard & Western Airlines, Inc.____Common
(Offering to stockholders—underwritten by Carl M. Loeb, Rhoades & Co.) 704,160 shares

Weatherford (R. V.) Co.____Capital
(Blyth & Co., Inc.) 180,000 shares

Webb (Del E.) Corp.____Units
(Lehman Brothers) 160,000

November 2 (Wednesday)

Allied Maintenance Corp.____Capital
(Wertheim & Co.) 152,500 shares

November 3 (Thursday)

Georgia Power Co.____Bonds
(Bids to be invited) $12,000,000

Idaho Power Co.____Common
(No underwriting) 100,000 shares

November 7 (Monday)

Allegri-Tech, Inc. ____Common
(Myron A. Lomasney & Co.) $600,000

Gulf Resources, Inc.____Common
(Amos Treat & Co., Inc.) $1,120,000

International Mosaic Corp.____Common
(B. G. Harris & Co., Inc.) $279,999

Rotron Manufacturing Co., Inc.____Common
(W. E. Hutton & Co.) 130,000 shares

Wood-Mosaic Corp. ____Common
(Cruttenden, Podesta & Co. and Berwyn T. Moore & Co., Inc.) 30,000 shares

November 8 (Tuesday)

Radar Measurements Corp.____Common
(Blaha & Co., Inc.) $299,950

November 14 (Monday)

Gay (Connie B.) Broadcasting Corp.____Common
(Hill, Darlington & Co.) 130,000 shares

General Automation Corp.____Common
(Bertner Bros. and Earl Edden Co.) $200,000

Geophysics Corp. of America____Common
(C. E. Unterberg, Towbin Co.) 105,310 shares

Sexton (John) & Co.____Common
(Hornblower & Weeks) 200,000 shares

Vacudyne Associates, Inc.____Common
(Kenneth Kass; H. S. Simmons & Co., Inc. and B. N. Rubin & Co.) $200,000

November 15 (Tuesday)

All American Engineering Co.____Common
Offering to stockholders—underwritten by Drexel & Co.) 85,918 shares

Davega Stores Corp.____Debentures
(Amos Treat & Co., Inc.) $1,500,000

Idaho Power Co.____Bonds
(Bids to be received) $15,000,000

New Jersey Bell Telephone Co.____Debentures
(Bids to be received) $20,000,000

Stop & Shop, Inc.____Common
(Lehman Brothers and Merrill Lynch, Pierce, Fenner & Smith, Inc.) 625,000 shares

United Bowling Centers, Inc.____Common
(Emanuel, Deetjen & Co and Hill, Darlington & Co.) 200,000 shares

November 16 (Wednesday)

Merrimack Essex Electric Co.____Preferred
(Bids to be received) $7,500,000

Wisconsin Electric Power Co.____Bonds
(Bids 11:00 a.m.) $30,000,000

November 17 (Thursday)

Public Service Co. of New Hampshire____Bonds
(Bids to be received) $6,000,000

November 18 (Friday)

Aircraft Armaments, Inc.____Common
(Offering to UIC stockholders—underwritten by Eastman Dillon, Union Securities & Co.) 265,500 shares

November 21 (Monday)

Carolina Metal Products Corp.____Common
(Arnold, Wilkens & Co.) $500,000

Dubrow Electronic Industries, Inc.____Common
(Woodcock, Moyer, Fricke & French, Inc.) $300,000

November 22 (Tuesday)

Berman Leasing Co.____Common
(Eastman Dillon, Union Securities & Co.) 430,000 shares

Consolidated Edison Co. of New York____Bonds
(Bids to be received) $75,000,000

November 28 (Monday)

Andersen Laboratories, Inc.____Common
(Putnam & Co.) 150,000 shares

Living Aluminum, Inc.____Common
(Arnold Malkan & Co., Inc. and Sulco Securities, Inc.) $300,000

Madigan Electronic Corp.____Common
(McLaughlin, Kaufman & Co.) $467,500

December 1 (Thursday)

Speedry Chemical Products, Inc.____Debentures
(S. D. Fuller & Co.) $2,000,000

Speedry Chemical Products, Inc.____Common
(S. D. Fuller & Co.) 60,000 shares

December 5 (Monday)

Southern Bell Telephone & Telegraph Co.__Debs.
(Bids to be received) $75,000,000

December 6 (Tuesday)

Northern States Power Co. (Minn.)____Bonds
(Bids to be invited) $35,000,000

December 12 (Monday)

Consumers Power Co.____Bonds
(Bids 11:30 a.m. EST) $35,000,000

December 13 (Tuesday)

Public Service Electric & Gas Co.____Preferred
(Merrill Lynch, Pierce, Fenner & Smith, Inc.) $25,000,000

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Allied Maintenance Corp. (11/2)
Sept. 15, 1960 filed 152,500 shares of capital stock (par $3.75). **Price**—To be supplied by amendment. **Business**—Building maintenance and the consolidated operation of ground services for the air transport industry. **Proceeds** — To members of the Fraad family, selling stockholders. **Office** — 350 Fifth Ave., New York City. **Underwriter**—Wertheim & Co., New York City.

● **Aluminum Insulating Co., Inc. (10/17-21)**
Aug. 22, 1960 (letter of notification) 225,000 shares of common stock (par 10 cents). **Price**—$1 per share. **Proceeds**—For retirement of a bank loan, selling, advertising, promotion and for working capital. **Office**—558 W. 18th St., Hialeah, Fla. **Underwriter**—Dean Samitas & Co., Inc., 111 Broadway, New York City.

● **Amacorp Industrial Leasing Co., Inc. (10/24-28)**
Sept. 9, 1960 filed 170,000 shares of common stock (no par), of which 40,000 shares, representing outstanding stock, will be offered for the account of a selling stockholder, and 130,000 shares will be offered for the account of the issuing company. **Price** — To be supplied by amendment. **Proceeds**—For general corporate purposes. **Business**—The financing of industrial and office equipment through the purchase and leasing of such property to its customers. **Office**—Alhambra, Calif. **Underwriter**—McDonnell & Co., Inc., New York City (managing).

★ **American Consolidated Mfg. Co., Inc.**
Sept. 27, 1960 (letter of notification) 39,500 shares of common stock (par 33⅓ cents). **Price** — $5 per share. **Proceeds** — For advertising and promotion and accounts receivable. **Office**—835 N. 19th St., Philadelphia, Pa. **Underwriter**—Martin, Monaghan & Mulhern, Inc., Ardmore, Pa.

● **American Income Life Insurance Co.**
Aug. 26, 1960 filed 90,174 shares of common stock, to be offered to the holders of the outstanding common on the basis of one new share for each 5⅓ shares held. **Price**—To be supplied by amendment. **Proceeds**—For general corporate purposes. **Office**—5th and Franklin, Waco, Texas. **Underwriters**—Ladenburg, Thalmann & Co. and Lee Higginson Corp., both of New York City (managing). **Note**—This stock is not qualified for sale in New York.

American Mortgage Investment Corp.
April 29 filed $1,800,000 of 4% 20-year collateral trust bonds and 1,566,000 shares of class A non-voting common stock. It is proposed that these securities will be offered for public sale in units (2,000) known as Investment Certificates, each representing $900 of bonds and 783 shares of stock. **Price**—$1,800 per unit. **Proceeds**—To be used principally to originate mortgage loans and carry them until market conditions are favorable for disposition. **Office** — 210 Center St., Little Rock, Ark. **Underwriter**—Amico, Inc.

● **American Optical Co. (10/19)**
Aug. 31, 1960 filed $8,000,000 of convertible subordinated debentures, due 1980. **Price**—To be supplied by amendment. **Proceeds**—For general corporate purposes. **Office**—Southbridge, Mass. **Underwriter**—Kuhn, Loeb & Co., New York City (managing).

American Playlands Corp.
Aug. 22, 1960 filed 300,000 shares of common stock. **Price**—$4 per share. **Business**—The company intends to operate an amusement and recreation park on 196 acres of land near Liberty, N. Y. **Proceeds**—For development of the land. **Office**—55 South Main St., Liberty, N. Y. **Underwriter**—M. W. Janis Co., Inc., New York City.

● **American Recreation Centers Inc. (10/17-21)**
Aug. 15, 1960 filed $600,000 of 7% sinking fund debentures, due September, 1972 (with attached warrants for the purchase of 150, shares of stock for each $1,000 debenture purchased), and 60,000 shares of capital stock. **Price** — To be supplied by amendment. **Business** — The company is engaged, through subsidiaries, in the operation of four bowling centers, and in the sale of bowling accessories. **Proceeds** — Retirement of indebtedness, modernization of facilities, and for general corporate purposes. **Office**—1721 Eastern Ave., Sacramento, Calif. **Underwriter**—York & Co. of San Francisco, Calif.

American Recreational Development Corp.
Sept. 7, 1960 (letter of notification) 100,000 shares of class A common stock (par 10 cents). **Price** — $3 per share. **Proceeds**—For expenses in constructing and operating recreation centers. **Office** — 210 E. Lexington St., Baltimore 2, Md. **Underwriter**—Investment Securities Co. of Maryland, Baltimore, Md.

American & St. Lawrence Seaway Land Co.
Jan. 27 filed 538,000 shares of common stock, of which 350,000 shares are to be publicly offered. **Price**—$3 per share. **Proceeds**—To pay off mortgages, develop and improve properties, and acquire additional real estate. **Office**—60 E. 42nd St., New York City. **Underwriter**—A. J. Gabriel Co., Inc., New York City.

● **American Telephone & Telegraph Co. (10/25)**
Sept. 30, 1960 filed $250,000,000 of 32-year debentures due 1992. **Proceeds**—For improvement and expansion of Bell Telephone services. **Office** — 195 Broadway, New York City. **Underwriter**—To be determined by competitive bidding. Probable bidders: Morgan Stanley & Co., and The First Boston Corp. and Halsey, Stuart & Co. Inc. (jointly). **Bids**—Expected to be received on Oct. 25 at room 2315, 195 Broadway, New York City, up to 11:30 a.m., N. Y. Time. **Information Meeting** — Scheduled for Oct. 20 at 2:30 p.m., 195 Broadway, New York City.

● **American Title Insurance Co.**
July 27, 1960 filed 301,884 shares of common stock (par $2), of which 150,000 shares are to be publicly offered for the account of the issuing company and the balance is to be used in connection with exchange offers for the stock of similarly engaged companies. **Price**—To be supplied by amendment. **Proceeds**—For general corporate purposes, including possible future acquisitions. **Office**—901 N. E. 2nd Ave., Miami, Fla. **Underwriters**—None.

Andersen Laboratories, Inc. (11/28-12/2)
Sept. 28, 1960 filed 150,000 shares of common stock, of which 40,000 shares are to be offered for the account of the issuing company and 110,000 shares, representing outstanding stock, are to be offered for the account of the present holders thereof. **Price** — To be supplied by amendment. **Proceeds**—To reduce indebtedness, buy new tools, and add to working capital. **Office** — Hartford, Conn. **Underwriter** — Putnam & Co., Hartford, Conn. (managing).

Arnoux Corp.
May 23 filed 133,000 shares of common stock. **Price**—To be supplied by amendment. **Proceeds** — For general corporate purposes and working capital. **Office**—11924 W. Washington Blvd., Los Angeles, Calif. **Underwriter**—Shearson, Hammill & Co., New York. **Offering** — Expected in late October.

● **Associated Dry Goods Corp. (10/20)**
Sept. 19, 1960 filed $20,000,000 of 20-year sinking fund debentures. **Price**—To be supplied by amendment. **Proceeds**—For general corporate purposes. **Office**—417 Fifth Ave., New York City. **Underwriter** — Lehman Brothers, New York City (managing).

★ **Associated Land Development Co.**
Sept. 29, 1960 (letter of notification) 128,000 shares of common stock (par $1). **Price**—$1.25 per share. **Proceeds**—For acquisition and development of land. **Office**—1517-19 Atlantic Blvd., Jacksonville, Fla. **Underwriter**—None.

Associated Sales Analysts, Inc. (10/17-21)
Aug. 15, 1960, filed 105,000 shares of outstanding class A stock (par 10 cents). **Price**—$3.50 per share. **Business**—The company is engaged in the electronic data processing and machine accounting service business. **Proceeds** — To selling stockholders. **Office** — 220 W. 42nd Street, N. Y. C. **Underwriter**—Amos Treat & Co., Inc., New York City.

Automatic Canteen Co. of America
Sept. 1, 1960 filed 524,000 shares of common stock, to be offered to holders of the outstanding common on the

basis of one new share for each 10 shares held of record Oct. 28 with rights to expire on Nov. 14. **Price**—To be supplied by amendment. **Proceeds**—$9,500,000 to pay for the acquisition of Commercial Discount Corp., with the balance for general corporate purposes. **Office**—Chicago, Ill. **Underwriter**—Glore, Forgan & Co., New York City (managing).

Automatic Radio Mfg. Co., Inc. (10/31-11/4)
Sept. 9, 1960, filed 623,750 shares of common stock (par $1), of which 150,000 shares will be offered for the account of the issuing company and 473,750 shares, representing outstanding stock, will be offered for the account of the present holders thereof. **Price** — To be supplied by amendment. **Business**—The firm makes and sells car and portable radios. **Proceeds**—For expansion, working capital, and possible acquisitions. **Office**—122 Brookline Ave., Boston, Mass. **Underwriter** — Paine, Webber, Jackson & Curtis, New York City (managing).

Autosonics, Inc.
July 29, 1960 (letter of notification) 135,000 shares of common stock (par five cents). **Price**—$2 per share. **Proceeds**—For production and research for equipment, inventory, building and working capital. **Office**—42 S. 15th St., Philadelphia, Pa. **Underwriter**—Robert M. Harris & Co., Inc., Transportation Bldg., Philadelphia, Pa.

Avionics Investing Corp.
July 12, 1960 filed 250,000 shares of capital stock (par $1). **Price** — $10 per share. **Business** — The issuer is a closed - end non - diversified management investment company. **Proceeds**—For investments in small business concerns in avionics and related fields, with a proposed limit of $800,000 to be invested in any one such enterprise. **Office** — 1000 - 16th Street, N. W., Washington, D. C. **Underwriter**—S. D. Fuller & Co., New York City.

Bal-Tex Oil Co., Inc.
June 17, 1960 (letter of notification) 300,000 shares of class A common stock. **Price**—At par ($1 per share). **Proceeds**—For expenses for development of oil properties. **Office**—Suite 1150, First National Bank Bldg., Denver, Colo. **Underwriter**—L. A. Huey & Co., Denver, Colo.

Baruch (R.) & Co. (10/31-11/14)
Sept. 20, 1960 (letter of notification) 100,000 shares of common stock (par 75 cents). **Price** — $2 per share. **Business**—The issuer is a broker-dealer with the SEC, and a member of the NASD. **Proceeds**—To take positions and maintain markets in securities, participate in underwritings, and the balance for working capital. **Office**—1518 K St., N. W., Washington, D. C. **Underwriter**—Same.

Berkshire Frocks, Inc. (11/1-4)
Sept. 28, 1960 filed 120,000 shares of outstanding common stock (par $1). **Price**—To be supplied by amendment. **Proceeds**—To selling stockholders. **Office**—127 Forsyth St., Boston, Mass. **Underwriters**—Blair & Co. and Richter & Co., both of New York City.

Berman Leasing Co. (11/22)
Sept. 27, 1960 filed 430,000 shares of common stock (par $1), of which 200,000 shares are to be offered for the account of the issuing company and 230,000 shares, representing outstanding stock, are to be offered for the account of the present holders thereof. **Price**—To be supplied by amendment. **Business**—The leasing, reconditioning, and sale of trucks, tractors, trailers, and related equipment. **Proceeds**—For general corporate purposes, including working capital. **Office**—Pennsburg, Pa. **Underwriter** — Eastman Dillon, Union Securities & Co., New York City (managing).

• Bowling Investments Inc. (10/17-21)
Aug. 17, 1960 (letter of notification) 150,000 shares of common stock (par 10 cents). **Price** — $2 per share. **Proceeds**—For purchase of real estate, construction of a bowling building, purchase or lease of equipment and restaurant equipment. **Office**—1747 E. 2nd St., Casper, Wyo. **Underwriter**—Copley & Co., Colorado Springs, Colo.

• Bridgeport Gas Co.
Sept. 2, 1960 filed 50,000 shares of common stock, to be offered to the holders of the outstanding common on the basis of one new share for each six shares held. **Price**—$27.50 per share. **Proceeds**—To be applied to the payment of bank loans incurred for property additions which are expected to approximate $1,800,000 in 1960. **Office**—815 Main St., Bridgeport, Conn. **Underwriter**—None. **Offering**—Expected in October.

• Brothers Chemical Co. (11/1-5)
Aug. 9, 1960 (letter of notification) 100,000 shares of class A common stock (par 10 cents). **Price** — $3 per share. **Business**—Manufacturing chemicals. **Proceeds**—For general corporate purposes. **Office** — 575 Forest Street, Orange, N. J. **Underwriters**—Sandkuhl & Company, Inc., Newark, N. J. and New York City and J. I. Magaril & Co., and Lloyd Haas Co., both of New York City.

• Bruce National Enterprises, Inc. (10/14)
April 29 filed 335,000 shares of common stock (par 10 cents). **Price**—$6 per share. **Proceeds**—For reduction of outstanding indebtedness; to pay off mortgages on certain property; for working capital and other corporate purposes. **Office**—1118 N. E. 3rd Avenue, Miami, Fla. **Underwriter** — George, O'Neill & Co., Inc., New York.

Business Finance Corp.
Aug. 5, 1960 (letter of notification) 195,000 shares of common stock (par 20 cents). **Price** — $1.50 per share. **Proceeds**—For business expansion. **Office**—1800 E. 26th St., Little Rock, Ark. **Underwriter**—Cohn Co., Inc., 309 N. Ridge Road, Little Rock, Ark.

Buzzards Bay Gas Co., Hyannis, Mass.
June 7 filed 27,000 outstanding shares of common stock, to be offered for sale by American Business Associates. **Price** — To be supplied by amendment. **Underwriter**—Coffin & Burr, Inc., Boston, Mass. **Offering**—Indefinitely postponed.

Bzura Chemical Co., Inc. (10/25-28)
Aug. 25, 1960 filed 450,000 shares of common stock (par 25 cents), an undetermined number of which will be offered for the account of the issuing company, with the remainder to be offered for the account of the present holders thereof. **Price**—To be supplied by amendment. **Business** — The company makes and sells citric acid. **Proceeds** — To expand the capacity of the parent company, Bzura, Inc., for the manufacture of fumaric acid, and to enable it to produce itaconic acid, with the balance for working capital. **Office**—Broadway & Clark Streets, Keyport, N. J. **Underwriters**—P. W. Brooks & Co., Inc., and Lee Higginson Corp., both of New York City (managing).

Canaveral International Corp. (11/1-4)
Aug. 12, 1960 filed 300,000 shares of common stock (par $1). **Price**—To be supplied by amendment. **Business**—Land sales and development. **Proceeds**—$150,000 for accounts payable, $335,000 for mortgage and interest payments, $250,000 for advertising, $250,000 for development costs and $290,000 for general working capital. **Office**—1766 Bay Road, Miami Beach, Fla. **Underwriter** — S. Schramm & Co., Inc., New York City.

• Cannon Electric Co.
Sept. 26, 1960 filed 200,000 shares of outstanding common stock (par $1). **Price**—To be supplied by amendment. **Business**—Designs and makes electrical connectors and related wiring devices. **Proceeds**—To selling stockholders, two members of the Cannon family. **Office**—3208 Humboldt Street, Los Angeles, Calif. **Underwriter** — Kidder, Peabody & Co., New York City (managing). **Offering**—Expected in mid-November.

• Carco Industries, Inc. (10/14)
Aug. 25, 1960 filed 150,000 shares of common stock (par 10 cents). **Price**—$5 per share. **Business**—The manufacture, assembly, sale, and installation of various metal products. **Proceeds**—For general corporate purposes, including payment of taxes, plant and equipment, and working capital. **Office** — 7341 Tulip St., Philadelphia, Pa. **Underwriter**—Myron A. Lomasney & Co., New York City.

Carhart Photo, Inc.
Sept. 7, 1960 (letter of notification) 150,000 shares of Class A preferred stock (par 10 cents). **Price**—$2 per share. **Proceeds**—For general corporate purposes. **Office**—105 College Ave., Rochester, N. Y. **Underwriter**—Doolittle & Co., Buffalo, N. Y.

Caribbean American Corp.
Sept. 14, 1960 filed 459,500 shares of capital stock. **Price**—$2 per share. **Business**—Caribbean real estate. **Proceeds** — For general corporate purposes. **Office** — 615 Robinson Bldg., 15th & Chestnut Sts., Philadelphia, Pa. **Underwriter**—R. P. & R. A. Miller & Co., Inc., Philadelphia, Pa.

Caribbean & Southeastern Development Corp.
Sept. 28, 1960 filed 140,000 shares of common stock. **Price**—$5.25 per share. **Proceeds**—For investment in land in the Caribbean area, development of a site in Atlanta, Ga., and the balance for general corporate purposes. **Office**—4358 Northside Drive, N. W., Atlanta, Ga. **Underwriter**—To be supplied by amendment.

Carolina Metal Products Corp. (11/21)
Sept. 28, 1960 filed 100,000 shares of common stock (par $1). **Price**—$5 per share. **Proceeds** — Repayment of indebtedness, machinery and equipment, and the balance for working capital. **Office** — 2222 S. Blvd., Charlotte, N. C. **Underwriter**—Arnold, Wilkens & Co., New York City.

Caruso Foods, Inc.
Sept. 2, 1960 (letter of notification) 150,000 shares of common stock (par three cents). **Price** — $2 per share. **Business**—Food processing. **Proceeds**—For general corporate purposes. **Office**—2891-99 Nostrand Ave., Brooklyn, N. Y. **Underwriter** — Searight, Ahalt & O'Connor, Inc., New York, N. Y.

Cavitron Corp.
June 17, 1960, filed 40,000 shares of common stock. **Price** $15 per share. **Proceeds**—To finance the company's anticipated growth and for other general corporate purposes. **Office**—42-15 Crescent St., Long Island City, N. Y. **Underwriter**—None. **Offering**—Expected in mid-October.

Century Acceptance Corp.
Sept. 29, 1960 filed $1,000,000 of 6½% junior subordinated debentures, due 1975, with five-year warrants for the purchase of 80,000 shares of regular common shares. The debentures are to be offered at par, and in units of one $500 debenture with warrants for 40 shares. **Proceeds**—For working capital and general corporate purposes. **Office**—1334 Oak Street, Kansas City, Mo. **Underwriter**—A. G. Edwards & Sons, St. Louis, Mo. (managing).

Champion Spark Plug Co. (10/26)
Sept. 23, 1960 filed 750,000 shares of outstanding common stock (par $1.66). **Price**—To be supplied by amendment. **Proceeds**—To selling stockholders, members of the Stranahan family. **Office** — Toledo, O. **Underwriters**—Blyth & Co., Inc. (handling the books), Glore, Forgan & Co., Hornblower & Weeks, Merrill Lynch, Pierce, Fenner & Smith Inc. (managing).

★ Charlottesville Realty Associates
Sept. 23, 1960 (letter of notification) $290,000 of partnership participations to be offered in units of $5,000 or multiples thereof. **Price**—At face value. **Proceeds**—To purchase land and construct a bowling center. **Office**—26 Court St., Brooklyn, N. Y. **Underwriter**—None.

★ Chart-Pak, Inc.
Sept. 27, 1960 (letter of notification) 50,000 shares of common stock (par $1). **Price**—$6 per share. **Proceeds**—For working capital. **Office**—1 River Rd., Leeds, Mass. **Underwriter**—Schirmer, Atherton & Co., Boston, Mass.

Charter Design & Manufacturing Corp.
Sept. 20, 1960 (letter of notification) 90,000 shares of common stock (par 10 cents). **Price** — $3.30 per share. **Proceeds**—To purchase the assets of Rosander Co., pay obligations owed to banks and for working capital. **Office**—2701 14th Ave., South, Minneapolis, Minn. **Underwriter**—Jamieson & Co., Minneapolis, Minn.

Chemplate Corp. (10/17)
Sept. 27, 1960 (letter of notification) 26,000 shares of common stock (par $1). **Price**—$5 per share. **Proceeds**—To purchase physical assets of Kanigen division of General American Transportation Co. in California. **Address**—Los Angeles, Calif. **Underwriter** — Keon & Co., Los Angeles, Calif.

Chemtronic Corp. (10/28-11/4)
Sept. 2, 1960 filed 200,000 shares of common stock (par 10 cents). **Price**—$2 per share. **Business**—The company makes and sells miniature electrolytic capacitors. **Proceeds**—For general corporate purposes, including the repayment of bank loans and the addition of technical personnel. **Office**—309 11th Ave., South, Nashville, Tenn. **Underwriter**—Jay W. Kaufmann & Co., New York City.

★ Chore-Boy Southwest, Inc.
Sept. 28, 1960 (letter of notification) 500 shares of 8% preferred stock and 500 shares of common stock **Price**—At par ($100 per share). **Proceeds**—To pay an inventory note and for working capital. **Address** — Wichita, Kan. **Underwriter**—None.

• Cinestat Advertising Corp.
Aug. 26, 1960 filed 15,000 shares of class B capital stock. **Price**—$100 per share. **Business**—The firm sells advertising and display devices. **Proceeds**—For starting the business. **Office**—30 West Monroe St., Chicago, Ill. **Underwriter**—None. **Note**—This statement was withdrawn on Sept. 29.

Circle-The-Sights, Inc.
March 30 filed 165,000 shares of common stock and $330,000 of debentures (10-year 8% redeemable). **Price**—For stock, $1 per share; debentures in units of $1,000 at their principal amount. **Proceeds**—For initiating sight-seeing service. **Office**—Washington, D. C. **Underwriter**—None.

Clark Cable Corp.
Aug. 23, 1960 filed 222,500 shares of common stock, of which 127,500 shares are to be offered for the account of the issuing company and 95,000 shares, representing outstanding stock, are to be offered for the account of the present holders thereof. **Price**—$4 per share. **Proceeds** — To reduce indebtedness, with the balance for working capital. **Office** — Cleveland, O. **Underwriter**—Robert L. Ferman & Co., Miami, Fla. (managing).

★ Coastal Acceptance Corp.
Oct. 3, 1960 (letter of notification) $100,000 of 10-year 7% registered series notes, to be offered in denominations of $100 to $1,000 each. **Price**—At face value. **Proceeds**—For working capital. **Office**—36 Lowell St., Manchester, N. H. **Underwriter** — Shontell & Varick, Manchester, N. H.

★ Commercial Credit Co.
Oct. 10, 1960 filed $50,000,000 of senior notes, due 1980. **Price** — To be supplied by amendment. **Proceeds** — For working capital. **Underwriters**—First Boston Corp. and Kidder, Peabody & Co. (handling the books). **Offering**—Expected sometime in November.

• Commonwealth Edison Co. (10/24)
Oct. 4, 1960 filed 3,850 shares of common stock to be payed as a stock dividend to holders of record Sept. 22, on the basis of three new shares for each 125 shares then held. Such shares as stockholders may elect to sell will be sold to the underwriters. **Price**—At-the-market—At the time of sale. **Office** — 72 W. Adams Street, Chicago, Ill. **Underwriters** — First Boston Corp. and Glore, Forgan & Co., both of New York City. **Agent**—Continental Illinois National Bank & Trust Co. of Chicago.

Commonwealth Electronics Corp.
Aug. 1, 1960 (letter of notification) 60,000 shares of class A common stock (par 10 cents). **Price** — $5 per share. **Proceeds**—To purchase machinery and equipment, research and development and for working capital. **Address** — c/o Harold G. Suiter, Box 1061, Rio Piedras, Puerto Rico. **Underwriters** — L. L. Bost Co., Baltimore, Md.

• Commonwealth Telephone Co. (Pa.)
Aug. 25, 1960 filed 42,960 shares of common stock (par $10) being offered to the holders of the outstanding common of record Oct. 7, on the basis of one new share for each 10 shares held with rights to expire on Oct. 26. **Price** — $19 per share. **Proceeds** — To reduce amount of outstanding bank loans. **Office**—Dallas, Pa. **Underwriter**—Eastman Dillon, Union Securities & Co., New York City (managing).

Consolidated Realty Investment Corp.
April 27 filed 2,000,000 shares of common stock. **Price**—$1 per share. **Proceeds**—To establish a $250,000 revolving fund for initial and intermediate financing of the construction of custom or pre-fabricated type residential or commercial buildings and facilities upon properties to be acquired for sub-division and shopping center developments; the balance of the proceeds will be added to working capital. **Office**—1321 Lincoln Ave., Little Rock, Ark. **Underwriter**—The Huntley Corp., Little Rock, Ark.

★ Consolidated Southern Companies, Inc.
Sept. 30, 1960 (letter of notification) 150,000 shares of common stock (par $1). **Price**—$2 per share. **Proceeds**—For the closing payment on a building, repayment of an outstanding loan and for working capital. **Office**—Suite 656, 800 Peachtree St., N. E., Atlanta, Ga. **Underwriter**—Atlanta Shares, Inc., same address as the company.

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● Coral Aggregates Corp. (11/1-4)
Aug. 25, 1960 filed 100,000 shares of common stock (par 10 cents). **Price**—$4 per share. **Business**—The company intends to engage in the extraction and sale of rock. **Proceeds**—For equipment, working capital, and the retirement of indebtedness, with the balance for general corporate purposes. **Office**—7200 Coral Way, Miami, Fla. **Underwriters**—Peter Morgan & Co., New York City, and Robinson & Co., Inc., Philadelphia, Pa.

Cormany Corp.
Sept. 21, 1960 (letter of notification) 91,000 shares of common stock to be sold at par ($2.50 per share). **Business**—Makes and leases oil well testing equipment. **Proceeds**—To buy such equipment and to develop new tools. **Office**—2427 Huntington Drive, San Marino, Calif. **Underwriter** — Jacoby, Daigle & Werner, Inc., 541 South Spring St., Los Angeles, Calif.

Cove Vitamin & Pharmaceutical Inc.
Sept. 30, 1960 filed 108,000 shares of common stock (par 50 cents), and five-year warrants for the purchase of an additional 54,000 shares of common stock to be offered in units, each unit to consist of two shares and a warrant for the purchase of one share. **Price** — To be supplied by amendment. **Business**—Mail order marketing of vitamins through department stores. **Proceeds** — To implement the company's merchandising plan and for working capital. **Office**—26 The Place, Glen Cove, L. I., N. Y. **Underwriter** — Hill, Thompson & Co., Inc., New York, N. Y.

Custom Craft Industries, Inc.
Sept. 15, 1960 (letter of notification) 100,000 shares of common stock (par 10 cents). **Price**—$3 per share. **Proceeds**—To repay a bank loan, chattel mortgage, purchase machinery and equipment, and for working capital. **Office**—3301 N. W. 73rd St., Miami, Fla. **Underwriter**—Plymouth Securities Corp., New York, N. Y.

Cyclomatics Inc. (10/24-28)
Aug. 31, 1960 filed 250,000 shares of common stock (par 10 cents). **Price**—$1 per share. **Business**—Motorized and automatic health equipment. **Proceeds** — For inventory and working capital. **Office**—Astoria, L. I., N. Y. **Underwriter**—General Securities Co., 101 W. 57th St., N. Y. 19, N. Y.

Daffin Corp.
Aug. 22, 1960, filed 150,000 shares of common stock (no par). **Price**—To be supplied by amendment. **Business**—The company makes agricultural implements, feed grinding and mixing equipment for the livestock industry, and conveying and seed cleaning equipment. **Proceeds**—To selling stockholders. **Office**—Hopkins, Minn. **Underwriters**—Lehman Brothers, New York City, and Piper, Jaffray & Hopwood, Minneapolis, Minn. (managing). **Offering**—Indefinitely postponed.

Dakota Underwriters, Inc.
Aug. 3, 1960 (letter of notification) 300,000 shares of common stock. **Price**—At par ($1 per share). **Proceeds**—To pay outstanding notes and the remainder for general corporate purposes. **Office**—214 W. Third St., Yankton, S. C. **Underwriter**—Professional Insurers and Investors Ltd., 104 E. 8th St., Denver, Colo.

● Dalto Corp. (10/14)
March 29 filed 431,217 shares of common stock, to be offered for subscription by holders of such stock of record Oct. 14 at the rate of one new share for each two shares then held. **Price**—To be supplied by amendment. **Proceeds**—For the retirement of notes and additional working capital. **Office**—Norwood, N. J. **Underwriter**—None.

Davega Stores Corp. (11/15)
Sept. 7, 1960, filed $1,500,000 of 6% convertible subordinated debentures, due 1975, to be offered to holders of its common stock pursuant to preemptive rights. **Price**—$100 per debenture. **Business**—The company operates a chain of 29 retail stores in the metropolitan New York areas in which it sells various electrical appliances and sporting goods and apparel. **Proceeds**—For general corporate purposes, including fixtures and inventory for two new retail discount centers. **Office** — 215 Fourth Ave., New York City. **Underwriter**—Amos Treat & Co., Inc., New York City (managing).

Daystrom, Inc. (10/18)
Sept. 14, 1960 filed $10,000,000 of sinking fund debentures, due Oct. 1, 1980. **Price**—To be supplied by amendment. **Business** — The company manufactures electrical and electronic products. **Proceeds**—For working capital, debt reduction, and plant and equipment. **Office**—Murray Hill, N. J. **Underwriters**—Goldman, Sachs & Co. and R. W. Pressprich & Co., both of New York City (managing).

Deere (John) Credit Co. (10/25-28)
Sept. 16, 1960 filed $50,000,000 of series A debentures, due 1985. **Price**—To be supplied by amendment. **Business**—The purchase of retail instalment paper from the 14 domestic sales branches operated by Deere & Co. subsidiaries. **Proceeds** — For general corporate purposes. **Underwriter**—Harriman Ripley & Co., Inc., New York City (managing).

● Del Electronics Corp.
July 26, 1960 filed 100,000 shares of common stock (par 10 cents). **Price**—$4 per share. **Business**—The company makes, from its own designs, and sells high voltage power supplies, transformers, chokes, and reactors. **Proceeds**—For working capital, relocation, and expansion. **Office**—521 Homestead Ave., Mount Vernon, New York. **Underwriters** — Standard Securities Corp., New York City, and Bruno-Lenchner, Inc., Pittsburgh, Pa.

Delta Design, Inc.
Sept. 28, 1960 filed 100,000 shares of capital stock. **Price**—$4.50 per share. **Business** — Development of vacuum system components. **Proceeds** — For acquisition of land and construction of a factory; purchase of new machinery and tooling; inventory and working capital. **Office**—3163 Adams Ave., San Diego, Calif. **Underwriter**—None.

● Deluxe Aluminum Products, Inc.
Oct. 15 filed $330,000 of convertible debentures, and 70,000 shares of common stock. **Price**—For the debentures, 100% of principal amount; for the stock, $5 per share. **Proceeds**—From 10,000 shares of the common stock, to the present holders thereof; from the rest of the offering, to the company to be used for expansion and as working capital. **Office**—6810 S. W. 81st St., Miami, Fla. **Underwriter**—R. A. Holman & Co., Inc. **Offering**—Expected in November.

Designatronics, Inc.
Sept. 28, 1960 (letter of notification) 100,000 shares of common stock (par 10 cents). **Price** — $2.25 per share. **Business**—Manufacturers of electronic equipment. For general corporate purposes. **Office** — 199 Sackett St., Brooklyn, N. Y. **Underwriters** — Cortlandt Investing Corp.; Rothenberg, Heller & Co., Inc. and Joseph Nadler & Co., Inc., New York, N. Y.

Detroit Tractor, Ltd.
May 26 filed 1,375,000 shares of class A stock. Of this stock, 1,125,000 shares are to be offered for the company's account and the remaining 250,000 shares are to be offered for sale by the holders thereof. **Price**—Not to exceed $3 per share. **Proceeds**—To be applied to the purchase of machine tools, payment of $95,000 of notes and accounts payable, and for general corporate purposes. **Office**—1221 E. Keating Avenue, Muskegon, Mich. **Underwriter**—To be supplied by amendment.

● Detroiter Mobile Homes, Inc. (10/19)
Aug. 17, 1960 filed 250,000 shares of common stock (par $1). **Price**—To be supplied by amendment. **Business**—The manufacture and sale of mobile homes. **Proceeds**—Approximately $1,000,000 to be invested in the capital stock of its wholly-owned subsidiary Mobile Home Finance Co., and the balance to be added to the general funds for inventory and accounts receivable. **Office**—1517 Virginia St., St. Louis, Mo. **Underwriter**—Hornblower & Weeks of New York City (managing).

(G. C.) Dewey Corp. (10/17-21)
Aug. 25, 1960 filed 64,500 shares of outstanding common stock (par one cent). **Price**—To be supplied by amendment. **Business** — Missile and electronics research and development work for the Government. **Proceeds** — To selling stockholders. **Office**—202 E. 44th St., New York City. **Underwriter**—None. **Agent**—The Empire Trust Co. of New York will receive subscriptions.

★ Diketan Laboratories, Inc.
Sept. 30, 1960 (letter of notification) 150,000 shares of common stock (par $1). **Price**—$2 per share. **Proceeds**—To increase inventory, purchase new equipment, for research and new product development and working capital. **Office** — 9201 Wilshire Blvd., Beverly Hills, Calif. **Underwriter** — Holton, Henderson & Co., Los Angeles, Calif.

Diversified Realty Investment Co.
April 26 filed 250,000 shares of common stock. **Price**—$5 per share (par 50 cents). **Proceeds** — For additional working capital. **Office**—919 18th Street, N. W., Washington, D. C. **Underwriter**—Ball, Pablo & Co., Washington, D. C.

Dorsett Electronics Laboratories, Inc.
Sept. 15, 1960 filed 50,000 shares of common stock. **Price**—To be supplied by amendment. **Business**—The design and manufacture of various electronic data handling and control systems. **Proceeds**—For debt reduction, and for working capital for the issuer and its subsidiaries. **Address**—P. O. Box 862, Norman, Okla. **Underwriter**—To be named by amendment.

● Dorsey Corp. (10/24-28)
Sept. 1, 1960 filed $3,500,000 of 6½% sinking fund debentures, due October, 1975, with warrants for the purchase of 140,000 common shares, together with 350,000 common shares. **Price**—For the 140,000 shares, $12 per share; for the 350,000 shares the price will be supplied by amendment. **Business**—The design, manufacture, and distribution of all types of highway trailers except those carrying liquids. **Proceeds**—$7,000,000 will be supplied to the purchase of all the outstanding capital stock of Chattanooga Glass Co., with the balance for general corporate purposes. **Office** — 485 Lexington Ave., New York City. **Underwriter**—Blair & Co., Inc., New York City (managing).

Drexel Dynamics Corp.
Aug. 26, 1960 filed 100,000 shares of common stock (no par). **Price**—$6 per share. **Business**—Research, development, and production in the fields of mechanics, electronics, optics, and functional systems. **Proceeds**—The net proceeds, estimated at $511,740, will be used for product development ($100,000), payment of notes ($16,000), and working capital ($395,740). **Office**—Philadelphia, Pa. **Underwriter** — Warner, Jennings, Mandel & Longstreth, Philadelphia, Pa. (managing). **Offering** — Expected in early November.

Dubrow Electronic Industries Inc. (11/21-25)
Sept. 7, 1960 (letter of notification) 100,000 shares of common stock (par 10 cents.) **Price**—$3 per share. **Business**—Electronic equipment for military use. **Proceeds**—For general corporate purposes. **Office**—235 Penn St., Burlington, N. J. **Underwriter** — Woodcock, Moyer, Fricke & French, Inc., Philadelphia, Pa.

★ Edison Textiles, Inc.
Sept. 27, 1960 (letter of notification) 30,000 shares of common stock (par $2) of which 7,431 shares are to be placed on reserve for conversion of preferred stock and 12,000 shares for conversion of debentures. **Price**—$10 per share. **Proceeds**—To purchase machinery and equipment, repay a bank loan and for working capital. **Address**—Edison, Ga. **Underwriter**—None.

★ Educators Furniture & Supply Co., Inc.
Oct. 3, 1960 (letter of notification) 5,000 shares of common stock (par $10). **Price**—$20 per share. **Proceeds**—For working capital. **Address**—Sacramento, Calif. **Underwriter**—None.

Edwards Industries, Inc.
Sept. 27, 1960 filed 100,000 shares of common stock. **Price**—$4.50 per share. **Proceeds** — For land, financing of homes, and working capital relating to such activities. **Office**—Portland, Oreg. **Underwriter**—Joseph Nadler & Co., Inc., New York City (managing). **Offering**—Expected in late November to early December.

● Eastern Shopping Centers, Inc.
Aug. 15, 1960 filed 1,048,167 shares of common stock being offered for subscription by holders of outstanding common stock of record Sept. 29 on the basis of one new share for each 3 shares held with rights to expire on Oct. 24. **Price**—$2 per share. **Business**—The construction, development and management of shopping centers. **Proceeds**—To be added to the general funds for working capital and general corporate purposes. **Office**—6L Mall Walk, Cross County Center, Yonkers, N. Y. **Underwriter**—None.

Electro Industries, Inc.
July 19, 1960 (letter of notification) 75,000 shares of class A common stock (no par) and 20,000 shares of additional class A common stock to be offered to the underwriters. **Prices**—Of class A common, $2 per share; of additional class A common, 2½ cents per share. **Proceeds**—To expand the company's inventory to go into the packaging and export of electrical equipment, and for working capital. **Office**—1346 Connecticut Ave., N. W., Washington, D. C. **Underwriter** — Carleton Securities Corp., Washington, D. C.

Electro-Nuclear Metals, Inc.
Aug. 31, 1960 (letter of notification) 250,000 shares of common stock. **Price**—At par ($1 per share). **Proceeds**—To purchase new equipment, rental and for administrative costs. **Office**—115 Washington Blvd., Roseville, Calif. **Underwriter**—A. J. Taranto & Co., Carmichael, Calif.

Electro-Science Investors, Inc. (10/27)
Sept. 7, 1960, filed 772,000 shares of common stock (par $1). **Price**—To be supplied by amendment. **Business**—The company is a non-diversified, closed-end, management investment company, and has not as yet commenced its business of furnishing equity capital and advisory services to small buisnesses in scientific fields. **Proceeds**—To start the business. **Office**—727 South Central Expressway, Richardson, Texas. **Underwriters**—Kidder, Peabody & Co., New York City, and Rauscher, Pierce & Co., Inc., Dallas, Texas (managing).

Electronic & Missile Facilities Inc.
Sept. 23, 1960 filed 260,000 shares of common stock (par 25 cents). **Price**—To be supplied by amendment. **Business**—Builds and installs facilities for the armed forces and also does work for civilian public works agencies. **Proceeds**—For general corporate purposes including expansion. The additional funds will also enable the firm to furnish bonds necessary to bid on larger Government contracts. **Office**—2 Lafayette St., New York City. **Underwriter**—Hardy & Co., New York City.

Electronic Specialty Co.
June 2 filed 150,000 shares of common stock (par 50 cents). **Price**—To be supplied by amendment. **Proceeds**—To be added to the general funds in anticipation of capital requirements, possibly to include acquisitions. **Office**—5121 San Fernando Road, Los Angeles, Calif. **Underwriters**—Reynolds & Co., Inc. of New York City and Bateman, Eichler & Co. of Los Angeles, Calif. **Offering**—Indefinitely postponed.

● Electronics International Capital Ltd. (10/17-21)
Sept. 16 1960 filed 2,500,000 shares of common stock (par £1). **Price**—$10 per share. **Business**—A closed-end, non-diversified management investment company. **Proceeds**—For general corporate purposes. **Office**—Bank of Bermuda Bldg., Hamilton, Bermuda. **Underwriter**—Bear, Stearns & Co., New York, N. Y. (managing).

Electronics, Missiles & Communications, Inc. (10/24-28)
Sept. 13, 1960 filed 150,000 shares of 10 cent par common stock. **Price**—$2 per share. **Business**—The company will make and sell communications equipment. **Proceeds**—For working capital. **Office**—262-264 East Third St., Mt. Vernon, N. Y. **Underwriter**—Frank Karasik & Co., Inc., 285 Madison Avenue, New York 17, N. Y.

Fairmount Finance Co.
May 6 (letter of notification) 58,000 shares of class A common stock (par $5). **Price**—At par ($5 per share). **Proceeds**—For working capital. **Office**—5715 Sheriff Road, Fairmount Heights, Md. **Underwriter**—J. T. Patterson & Co., Inc., 40 Exchange Place, New York, N. Y.

Federal Pacific Electric Co.
Aug. 2, 1960 filed 377,000 shares of common stock and $45,000 shares of outstanding 5½% convertible second preferred series A stock, of which 127,000 common shares represent part of the issuer's payment for all of the outstanding common of Pioneer Electric Limited. The balance will be offered publicly. **Price** — To be supplied by amendment. **Proceeds**—To acquire the cash necessary to complete the Pioneer payment (see above), with the balance to retire short-term bank loans, and be added to working capital. **Office** — 50 Terrace St., Newark, N. J. **Underwriter**—H. M. Byllesby & Co., Inc., Chicago, Ill. (managing). **Offering**—Imminent.

● Federal Street Fund, Inc. (11/1-4)
Sept. 26, 1960 filed a minimum of $20,000,000 market value of shares of its $1 par common stock. **Price**—To be supplied by amendment. **Business**—The company is a

newly organized open-end mutual fund. **Proceeds**—For investment. **Office**—140 Federal St., Boston, Mass. **Dealer-Manager** — Goldman, Sachs & Co., New York City (managing).

First Connecticut Small Business Investment Co. (10/24-10/31)
Aug. 12, 1960 filed 225,000 shares of common stock (par $1). **Price**—$10 per share. **Proceeds**—To retire $150,000 of debentures, and for capital for loans for small businesses. **Office**—955 Main St., Bridgeport, Conn. **Underwriter**—Grimm & Co. of New York City.

★ **First Small Business Investment Company of Tampa, Inc.**
Oct. 6, 1960 filed 500,000 shares of common stock. **Price**—$12.50 per share. **Proceeds** — To provide investment capital. **Office**—Tampa, Fla. **Underwriter**—None.

Florida Hillsboro Corp. (10/25-28)
Aug. 16, 1960 filed $1,000,000 of junior lien bonds, 7% series, due 1975, and 150,000 shares of common stock, to be offered in units of a $500 bond and 75 shares of common stock. Also filed were 120,000 shares of common stock. **Price**—For the units, $500 per unit; for 120,000 common shares, $1 per share. **Proceeds** — For property improvements, the repayment of indebtedness, and the balance for working capital. **Office**—Ft. Lauderdale, Fla. **Underwriters**—P. W. Brooks & Co. Inc. and Lee Higginson Corp. (for the common only), both of New York City.

Florida Power Corp. (10/20)
Sept. 8, 1960, filed $25,000,000 of first mortgage bonds, due 1990. **Proceeds** — For new construction and repayment of bank loans. **Underwriter**—To be determined by competitive bidding. Probable bidders: Halsey, Stuart & Co. Inc.; Kidder, Peabody & Co. and Merrill Lynch, Pierce, Fenner & Smith Inc. (jointly); First Boston Corp.; Eastman Dillon, Union Securities & Co. and Harriman Ripley & Co. (jointly); Lehman Brothers and Blyth & Co. (jointly). **Information Meeting**—Scheduled for Oct. 17 at 11:00 a.m. at Morgan Guaranty Trust Co., Mezzanine B, 60 Liberty St., New York City. **Bids**—Expected to be received on Oct. 20 up to 11:30 a.m. New York Time.

Florida Suncoast Land & Mining Co.
Sept. 30, 1960 filed 1,050,000 shares of common stock, of which 330,000 shares are to be offered in exchange for certain lands and assets, and the balance will be for public sale. **Price**—To be supplied by amendment. **Proceeds** — For the acquisition and development of land, mining operations and equipment, and the balance for working capital. **Office**—Tarpon Springs, Fla. **Underwriter**—None.

● **Fotochrome, Inc. (11/1-4)**
Sept. 16, 1960 filed 220,000 shares of $1 par common stock, of which 200,000 shares are to be offered for the account of the issuing company and 20,000 shares, representing outstanding stock, is to be offered for the account of the present holder thereof. **Price**—To be supplied by amendment. **Business**—Film processing, the distribution of film and related supplies, and the design, development, and sale of automatic processing equipment. **Proceeds**—For general corporate purposes, including debt reduction, and the purchase of inventories of photographic supplies. **Office**—1874 Washington Ave., New York City. **Underwriters**—Shearson, Hammill & Co. and Emanuel, Deetjen & Co., both of New York City (managing).

Franklin Discount Co.
Aug. 23, 1960, filed $300,000 of 8% subordinated convertible debentures, due serially 1966-1968, and $300,000 of 8% subordinated capital notes due eight years, eight months and eight days after date of issue. **Prices**—At par. **Business**—The company is engaged in the consumer finance or small loan business, and, to a lesser extent, in the purchasing of car, boat, and appliance installment sales contracts from dealers. **Proceeds**—For general corporate purposes. **Office**—105 North Sage Street, Toccoa, Ga. **Underwriter**—None.

● **Frouge Corp. (10/24-28)**
July 22, 1960 filed $1,500,000 of 6½% convertible subordinated debentures, due September 1975, and 175,000 shares of common stock (par $1), of which filing 50,000 of the common shares are to be offered for the account of selling stockholders and the balance for the account of the issuing company. **Price** — To be supplied by amendment. **Business**—The company is engaged in the construction business, both as a general contractor and as a builder for its own account. **Proceeds** — For debt reduction and working capital. **Office**—141 North Ave., Bridgeport, Conn. **Underwriter**—Van Alstyne, Noel & Co., New York City (managing).

● **(Connie B.) Gay Broadcasting Corp. (11/14-18)**
Sept. 9, 1960 filed 130,000 shares of common stock (par $1). **Price**—To be supplied by amendment. **Business**—The company and its subsidiaries own and operate radio and television stations. **Proceeds**—For the acquisition of a television station and two radio stations in Missouri. **Office** — 4000 Albemarle St., N. W., Washington, D. C. **Underwriter** — Hill, Darlington & Co., New York City (managing).

● **General Automation Corp. (11/14-18)**
Sept. 30, 1960 (letter of notification) 100,000 shares of common stock (par two cents). **Price**—$2 per share. **Business**—Manufacture of machinery. **Proceeds**—For general corporate purposes. **Office**—40-66 Lawrence St., Flushing, N. Y. **Underwriters**—Bertner Bros. and Earl Edden Co., New York, N. Y.

★ **General Capsule Corp.**
Sept. 28, 1960 (letter of notification) 1,200,000 shares of common stock (par 15 cents). **Price**—25 cents per share. **Proceeds**—For working captal. **Office**—42 Watson Ave., Detroit, Mich. **Underwriter**—None.

★ **General Development Investment Plans, Inc.**
Oct. 6, 1960 filed 1,285 of Investment Plans. **Price**—To be offered for public sale with sales commissions ranging from 8% to 10%, depending upon the type of mortgage financing involved. **Proceeds**—For investment in Port St. Lucie Country Club homes, on the east coast of Florida. **Business**—The company is a wholly-owned subsidiary of General Development Corp., whose principal business is the development of large tracts of land into planned communities. **Office**—2828 S. W. 22nd Street, Miami, Fla. **Underwriter**—None.

General Sales Corp.
April 28 filed 90,000 shares of common stock (par $1). **Price**—To be supplied by amendment. **Proceeds**—$75,000 will be used for additional working capital, inventories and facilities for the Portland Discount Center; $75,000 for the same purposes in the Salem Center; and $50,000 to provide working capital for General Sales Acceptance Corp. for credit sales to member customers. The balance of the proceeds will be used to open two new stores in Oregon and Idaho. **Office** — 1105 N. E. Broadway, Portland, Ore. **Underwriter**—A. J. Gabriel & Co., Inc., New York City.

Geophysics Corp. of America (11/14-18)
Sept. 28, 1960 filed 105,310 shares of common stock of which 18,750 shares are to be offered for the account of the issuing company and the remainder for the account of the present holders thereof. Of this remainder, 31,250 shares will constitute a part of this offering and 55,310 shares will be offered at the market from time to time. **Price** — To be supplied by amendment. **Proceeds** — For working capital. **Office** — New Bedford, Mass. **Underwriter**—C. E. Unterberg, Towbin Co., New York City (managing).

Georgia Power Co. (11/3)
Sept. 26, 1960 filed $12,000,000 of 30-year first mortgage bonds due 1990. **Underwriter** — To be determined by competitive bidding. Probable bidders: Halsey, Stuart & Co. Inc.; Morgan Stanley & Co.; Equitable Securities Corp., and Eastman Dillon, Union Securities & Co. (jointly); Blyth & Co., Inc., and Kidder, Peabody & Co. (jointly); The First Boston Corp. **Bids**—Expected to be received on Nov. 3 at the office of Southern Services, Inc., Room 1600, 250 Park Avenue, N. Y. C., up to 11 a.m., New York Time. **Information Meeting**—Scheduled for Oct. 31 between 2:30 p.m. and 4:30 p.m. at the Chemical Bank New York Trust Co., 11th floor, 100 Broadway, New York City.

★ **Ginn & Co.**
Oct. 10, 1960 filed 817,391 shares of common stock (par $1), of which 173,300 shares will be offered for the account of the issuer, and 644,091 shares will be offered for the account of selling stockholders. **Price** — To be supplied by amendment. **Business**—Publication and distribution of text books and related educational materials for schools. **Proceeds**—To reimburse the company's treasury for redemption costs of its preferred stock, and the balance for working capital. **Office**—Statler Office Bldg., Boston, Mass. **Underwriter** — White, Weld & Co., New York City. **Offering**—Expected in late November.

Glas Foam Corp.
Sept. 28, 1960 (letter of notification) 100,000 shares of common stock (par 10 cents). **Price**—$3 per share. **Proceeds** — For boat molds, to pay off a mortgage and for working capital. **Address**—Hialeah, Fla. **Underwriter**—Martinelli & Co., Inc., New York, N. Y.

● **Glen Manufacturing Inc. (10/18)**
Aug. 8, 1960 filed 125,000 shares of common stock, of which 100,000 shares are to be offered for the account of the issuing company and 25,000 shares, representing outstanding stock, are to be offered for the account of the present holders thereof. **Price**—$10 per share. **Business**—The company makes and sells ladies' clothes, fabric covers for bathroom fixtures, and, through Mary Lester Stores, yard goods, sewing supplies, decorating fabrics, and various notions. **Proceeds**—For working capital, including initially, the reduction of short term bank loans which aggregated $2,650,000 on July 25. **Office**—320 East Buffalo St., Milwaukee, Wis. **Underwriter**—Loewi & Co., Milwaukee, Wis. (managing).

● **Glickman Corp. (10/17-18)**
Aug. 19, 1960 filed 400,000 shares of class A common stock (par $1). **Price**—$10 per share. **Business**—The company, organized in May, 1960, plans to engage in the real estate business. **Proceeds** — For general corporate purposes. **Office**—565 Fifth Ave., New York City. **Underwriter**—Morris Cohon & Co., New York City.

Gold Medal Packing Corp.
June 17, 1960, filed 100,000 shares of 25c convertible preferred stock (par $4). **Price**—At par. **Proceeds**—Approximately $150,000 will be used to discharge that portion of its obligation to Jones & Co. pursuant to which certain inventories are pledged as collateral. The indebtedness to Jones & Co. was initially incurred on June 15, 1960 in connection with refinancing the company's obligations to a bank. In addition, $15,000 will be used for the construction of an additional smokehouse, and the balance will be used for general corporate purposes. **Office**—614 Broad Street, Utica, N. Y. **Business**—The company is engaged in the processing, packing and distribution of meats and meat products, principally sausage products, smoked meats, bacon, and meat specialties. It also sells certain dairy products. **Underwriter**—Ernst Wells, Inc., 15 William Street, New York City.

Great Atlantic Development Corp.
Sept. 8, 1960 (letter of notification) 100,000 shares of common stock (par one cent). **Price**—$3 per share. **Proceeds** — For general corporate purposes. **Office** — c/o Joseph Frost, 280 Broadway, New York, N. Y. **Underwriter**—S. P. Levine & Co., Inc., New York, N. Y.

Green Shoe Manufacturing Co. (10/24-28)
Sept. 9, 1960 filed 420,000 shares of common stock (par $3), of which 45,000 shares are to be offered for the account of the issuing company, 355,000 shares, representing outstanding stock, are to be offered for the account of the present holders thereof, and 20,000 shares have been granted to the underwriters on an option basis. **Price**—To be supplied by amendment. **Business** — The company makes and sells children's shoes under the trade name of "The Stride Rite Shoe." **Proceeds**—For general corporate purposes, including plant improvement. **Office**—960 Harrison Ave., Boston, Mass. **Underwriters** — Paine, Webber, Jackson & Curtis and F. S. Moseley & Co., both of New York City (managing).

● **Gremar Manufacturing Co., Inc. (11/1-4)**
Sept. 20, 1960 filed 100,000 shares of common stock (no par). **Price**—To be supplied by amendment. **Business**—Manufactures coaxial cable connectors and associated fittings for the electronic and electrical industries. **Proceeds** — For general corporate purposes, including debt reduction, inventory and construction. **Office**—7 North Ave., Wakefield, Mass. **Underwriters**—Milton D. Blauner & Co., Inc. and M. L. Lee Co., Inc., New York, N. Y.

● **Gulf Resources, Inc. (11/7)**
Sept. 2, 1960 filed 140,000 shares of common stock (par 10 cents). **Price**—$8 per share. **Business**—Gathering natural gas in Zapata and Starr Counties, Texas. **Proceeds** — For general corporate purposes. **Office** — 20 Broad Street, New York City. **Underwriter**—Amos Treat & Co., Inc., New York City.

● **Heldor Electronics Manufacturing Corp.**
June 29, 1960 (letter of notification) 100,000 shares of common stock (par 10 cents). **Price**—$3 per share. **Proceeds** — For general corporate purposes. **Office** — 238 Lewis Street, Paterson, N. J. **Underwriter**—S. Schramm & Co., Inc., New York, N. Y. **Offering**—Imminent.

★ **Henry Engineering Co.**
Sept. 29, 1960 (letter of notification) 100,000 shares of common stock (par $1). **Price**—$3 per share. **Proceeds**—For machinery and equipment, plant improvement, and for working capital. **Office**—c/o Gilbert A. Henry, 1130 East Providencia, Burbank, Calif. **Underwriter**—None.

High Authority of the European Coal and Steel Community (10/19)
Sept. 20, 1960 filed $25,000,000 of secured bonds, due 1980, and $10,000,000 of serial secured notes, due 1963-1965. **Prices**—To be supplied by amendment. **Business**—The nine-year-old Community aims to establish and maintain a common market in member countries for coal and steel, and is authorized to make loans to increase production, reduce the costs thereof, and encourage the distribution of coal and steel and their products. **Proceeds**—For general Community purposes. **Authorized Agent**—George W. Ball, Esq., Southern Bldg., Washington 5, D. C. **Underwriters** — Kuhn, Loeb & Co., First Boston Corp., and Lazard Freres & Co., all of New York City (managing).

Hilltop, Inc.
Aug. 17, 1960 filed $1,650,000 of 6% subordinated debentures, due 1980, and 1,650 shares of class A common stock, to be offered in units of one $1,000 debenture and one class A share. **Price** — To be supplied by amendment. **Business**—The principal business of the company, which was organized under Kansas law in June, 1959, will be the owning, acquiring, improving, developing, selling, and leasing of improved and unimproved real property. **Proceeds**—To reduce funded debt. **Office**—401 Columbian Bldg., Topeka, Kan. **Underwriter**—None.

Home Builders Acceptance Corp.
July 15, 1960 filed 1,000,000 shares of common stock (par 50c). **Price**—$1 per share. **Business**—The company is engaged in real estate financing and lending. **Proceeds**—For general corporate purposes. **Office** — 409 N. Nevada, Colorado Springs, Colo. **Underwriter**—None.

Horizon Land Corp. (10/24-28)
Aug. 29, 1960 filed $1,500,000 of 7% subordinated convertible debentures, due October 1970, and 150,000 series III, common stock purchase warrants, to be offered in units consisting of a $1,000 debenture and 100 warrants. **Price** — $1,000 per unit. **Business** — Buying and selling land. **Proceeds**—For general corporate purposes, including land acquisition and advertising expenses. **Office**—Tucson, Ariz. **Underwriter**—Ross, Lyon & Co., Inc., New York City.

★ **Hot Shoppes, Inc.**
Sept. 27, 1960 (letter of notification) 5,400 shares of common stock (par $1) to be offered to key management personnel of the company. **Price**—At 85% of the fair market value. **Proceeds**—For working capital. **Office**—5161 River Rr., N. W., Willmar Bldg., Washington, D. C. **Underwriter**—None.

Howell Instruments Inc.
Oct. 4, 1960 filed 140,000 shares of outstanding common stock. **Price**—To be supplied by amendment. **Proceeds**—To selling stockholders. **Address** — Fort Worth, Texas. **Underwriters**—G. H. Walker & Co., New York, N. Y. and Dewar, Robertson & Pancoast, San Antonio, Tex.

I C Inc.
June 29 filed 600,000 shares of common stock (par $1). **Price**—$2.50 per share. **Proceeds**—To further the corporate purposes and in the preparation of the concentrate and enfranchising of bottlers, the local and national promotion and advertising of its beverages, and where necessary to make loans to such bottlers, etc. **Office**—704 Equitable Bldg., Denver, Colo. **Underwriters**— Purvis & Co. and Amos C. Sudler & Co., both of Denver, Colo.

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● Idaho Power Co. (11/3)
Sept. 21, 1960 filed 100,000 shares of $10 par common stock. **Price**—To be supplied by amendment. **Proceeds**—For repayment of bank loans. **Underwriter**—To be supplied by amendment.

● Idaho Power Co. (11/15)
Sept. 21, 1960 filed $15,000,000 of first mortgage bonds due 1990. **Proceeds**—For capital expenditures, etc. **Underwriter**—(For the bonds) To be determined by competitive bidding. Probable bidders: Halsey, Stuart & Co. Inc.; Blyth & Co., Inc., Lazard Freres & Co. and The First Boston Corp. (jointly); Merrill Lynch, Pierce, Fenner & Smith Inc.; Kidder, Peabody & Co. and White, Weld & Co. (jointly); Salomon Bros. & Hutzler and Eastman Dillon, Union Securities & Co. (jointly); Equitable Securities Corp. **Bids**—Expected to be received on Nov. 15. **Information Meeting**—Scheduled for Nov. 10 at 11:00 a.m. at the Bankers Trust Co., 16 Wall St., New York City.

Illinois Beef, L. & W. S., Inc.
April 29 filed 200,000 shares of outstanding common stock. **Proceeds**—To selling stockholders. **Price**—$10 per share. **Office**—200 South Craig Street, Pittsburgh, Pa. **Underwriters**—Amos Treat & Co., Inc., New York, and Bruno Lenchner, Inc., Pittsburgh, Pa.

Indian Head Mills, Inc. (10/17-21)
Aug. 10, 1960 filed 60,000 shares of outstanding common stock (par $1), of which 50,000 shares are to be offered for the account of present holders, and the remaining shares being registered pursuant to an option agreement. **Price**—To be supplied by amendment. **Business**—Production and distribution of fabrics, and related services for fabric converters. **Proceeds**—To selling stockholders. **Office**—111 W. 40th Street, New York City. **Underwriters**—Blair & Co. and F. S. Smithers & Co., both of New York City (managing).

● Industrial Hose & Rubber Co., Inc. (10/28-11/4)
Aug. 31, 1960 filed 125,000 shares of common stock. **Price**—$4 per share. **Proceeds** — Toward the repayment of notes, new machinery, additional inventory, and the balance for working capital. **Office** — Miami, Fla. **Underwriter**—Schrijver & Co., New York City (managing).

● Intercoast Companies, Inc.
Aug. 16, 1960 filed 110,000 shares of common stock. **Price**—To be supplied by amendment. **Proceeds**—To pay the balance due on the purchase of Western Life shares, and the balance will be added to the general funds to finance the development of general life insurance agency and for working capital. **Office**—Sacramento, Calif. **Underwriter**—Schwabacher & Co., San Francisco, Calif. and New York City. **Offering**—Expected sometime in November.

International Diode Corp.
July 29, 1960 filed 42,000 shares of 6% non-cumulative convertible preferred stock (par $8). **Price** — $8 per share. **Business**—Makes and sells diodes. **Proceeds**—To establish a staff of production and sales engineers, finance new product development, buy equipment, and add to working capital. **Office**—90 Forrest St., Jersey City, N. J. **Underwriter**—Ernst Wells, Inc., New York City.

● International Mosaic Corp. (11/7-10)
Sept. 30, 1960 (letter of notification) 93,333 shares of common stock (par 10 cents). **Price**—$3 per share. **Business** — Manufacture of glass mosaics by machines and processes. **Proceeds** — For general corporate purposes. **Office**—45 East 20th St., New York 3, N. Y. **Underwriter**—B. G. Harris & Co., Inc., New York, N. Y.

● International Safflower Corp. (11/1)
Aug. 3, 1960 (letter of notification) 60,000 shares of class A common stock (par $2). **Price**—$5 per share. **Proceeds**—To retire outstanding loans, purchase of planting seed, lease or purchase land, building and machinery and for working capital. **Office** — 350 Equitable Bldg., Denver, Colo. **Underwriter** — Copley & Co., Colorado Springs, Colo.

★ International Textile Maintenance Equipment Corp.
Sept. 28, 1960 (letter of notification) 100,000 shares of common stock. **Price**—At par ($1 per share). **Proceeds**—For working capital. **Office**—15 E. First St., Reno, Nev **Underwriter**—None.

● Interstate Vending Co. (10/24-28)
Sept. 7, 1960, filed 235,000 shares of common stock (par $1), of which 200,000 shares will be offered for the account of the issuing company and 35,000 shares, representing outstanding stock, will be offered for the account of the present holders thereof. (The registration statement includes an additional 206,250 shares, all outstanding, of which 100,000 shares may be offered at the market from time to time. The holders of the other 106,250 shares have advised the issuing company that no present disposition of their shares is planned.) **Price**—To be supplied by amendment. **Business**—The company sells various products through coin-operated vending machines in 22 States, and designs and makes certain vending machines for its own use. Proceeds—For acquisitions, working capital, and new equipment. **Office**—251 E. Grand Ave., Chicago, Ill. **Underwriter** — Bear, Stearns & Co., New York City (managing).

★ Investors Preferred Life Insurance Co.
Sept. 26, 1960 (letter of notification) 150,000 shares of common stock (no par). **Price**—$2 per share. **Proceeds**—For capital and surplus accounts. **Office**—522 Cross St., Little Rock, Ark. **Underwriter** — Life Securities, Inc., Little Rock, Ark.

Irving Fund for Investment in U. S. Government Securities, Inc.
July 22, 1960, filed 400,000 shares of common stock. **Price** — $25 per share. **Business** — A diversified investment company, which will become an open-end company with redeemable shares upon the sale and issuance of the shares being registered. **Proceeds**—For investment in U. S. Government securities. **Office**—50 Broad Street, New York City. **Underwriter**—To be supplied by amendment. **Attorneys** — Brinsmade & Shafrann, 20 Pine Street, New York 5, N. Y.

● Jahncke Service Inc. (10/25-28)
Sept. 3, 1960 filed 156,200 shares of common stock, of which 121,200 shares are to be offered for the account of the company and 35,000 shares by the present holders thereof. **Price**—To be supplied by amendment. **Proceeds**—For acquisitions and working capital. **Office**—New Orleans, La. **Underwriter** — Hemphill, Noyes & Co., New York City (managing).

Jonker Business Machines, Inc.
Sept. 30, 1960 filed 50,000 common stock units, each unit to consist of one share of class A common and 3 shares of class B common, to be offered for subscription by holders of its common stock. **Price**—The price and the basis of the rights offering will be supplied by amendment. **Proceeds**—To establish sales and information centers, establish distributorships, expansion, and the balance for working capital. **Office**—404 No. Frederick Ave., Gaithersburg, Md. **Underwriter** — Hodgdon & Co., Inc., Washington, D. C.

Kanavau Corp.
Sept. 30, 1960 filed 250,000 shares of common stock (par $1). **Price**—$10 per share. **Business**—A real estate investment company. **Proceeds**—For acquisition of properties, working capital and general corporate purposes. **Office**—415 Lexington Ave., New York, N. Y. **Underwriter**—Ira Investors Corp., New York, N. Y.

● Keller Corp. (10/17)
Aug. 26, 1960 (letter of notification) 75,000 shares of common stock (par $1). **Price**—$4 per share. **Proceeds**—For working capital. **Office**—101 Bradley Place, Palm Beach, Fla. **Underwriter**—Casper Rogers Co., New York, N. Y.

● Keyes Fibre Co.
Oct. 4, 1960 filed $10,000,000 of convertible subordinated debentures, due 1985, with attached warrants for the purchase of 500,000 shares of common stock, to be offered to holders of outstanding preferred and common stock, on the basis of $100 of debentures for each 15 shares of common or preferred held. **Price**—To be supplied by amendment. **Proceeds**—Construction of a new plant, additional equipment, and the balance for working capital. **Office**—Upper College Avenue, Waterville, Maine. **Underwriter**—Coffin & Burr, Inc., Boston, Mass. **Offering**—Expected sometime in November.

Kings Electronics Co., Inc. (10/20)
May 26 filed 200,000 shares of common stock (par 10 cents) and 100,000 common stock purchase warrants. The company proposes to offer these securities for public sale in units, each consisting of one share of common stock and one-half common stock purchase warrant. **Price**—$4 per unit. **Proceeds**—$165,000 will be applied to the repayment of certain loans, $75,000 for development and design work by a subsidiary in the field of infra-red instrumentation, $100,000 for continued research in the design, development and production of components for microwave instruments, and the balance for working capital. **Office**—40 Marbledale Road, Tuckahoe, N. Y. **Underwriters** — Ross, Lyon & Co., Inc.; Globus, Inc.; Reich & Co.; Harold C. Shore & Co. and Godfrey, Hamilton, Magnus & Co., all of New York City.

● Kingsport Press, Inc. (11/1-10)
Sept. 27, 1960 filed 125,000 shares fo $1.25 par common stock of which 70,000 shares are to be offered for the account of the issuing company and 55,000 shares, representing outstanding stock, are to be offered for the account of the present holders thereof, including three company officers. **Price**—To be supplied by amendment. **Business**—Makes hard bound books. **Proceeds**—For expansion. **Address**—c/o Corp. Trust Co., Wilmington, Del. **Underwriters** — Lehman Brothers, New York City, and W. H. Newbold's Son & Co., Philadelphia (managing).

Kirk (C. F.) Laboratories, Inc. (10/24-28)
Sept. 28, 1960 (letter of notification) 99,900 shares of common stock (par 20 cents). **Price**—$3 per share. **Business**—Manufacturers of drugs. **Proceeds** — For general corporate purposes. **Office**—521 West 23rd St., New York, N. Y. **Underwriter**—Schrijver & Co., New York, N. Y.

● Klondex Inc.
Sept. 1, 1960 (letter of notification) 149,000 shares of class A stock (par one cent). **Price**—$2 per share. **Business**—Distributors of silver sensitized photo copy papers, chemicals and engineering photo reproduction materials. **Proceeds**—For general corporate purposes. **Office**—470 Clinton Ave., S., Rochester, N. Y. **Underwriter**—Schrijver & Co., New York, N. Y. **Offering**—Imminent.

● Koeller Air Products, Inc. (10/24-28)
Aug. 31, 1960 filed 100,000 shares of common stock (par 5 cents) and 50,000 warrants. Each half warrant allows the purchaser to buy a share of the common for $2 within the year from date of public offering. These securities will be offered in units of one share and half warrant to buy one share. **Price**—$2 per unit. **Business**—The firm distributes hydrogen, nitrogen, oxygen, and welding equipment. **Proceeds** — For general corporate purposes. **Office**—596 Lexington Ave., Clifton, N. J. **Underwriter**—Lloyd Securities, 150 Broadway, New York City.

★ LP Gas Savings Stamp Co., Inc.
Sept. 27, 1960 (letter of notification) 30,000 shares of common stock **Price**—At par ($10 per share). **Proceeds**—For purchase of creative design and printing of catalogs, stamp booklets, advertising and for working capital. **Office**—300 W. 61st St., Shreveport, La. **Underwriter**—International Sales & Investment, Inc., 4501 North Blvd., Baton Rouge, La.

Lawndale Industries, Inc.
Aug. 15, 1960 filed 100,000 shares of class A stock. **Price**—$5 per share. **Business**—The manufacture of porcelain enameled steel plumbing fixtures. **Proceeds** — For the construction and equipping of a new plant, and the reduction of outstanding bank loans. **Office** — Haven & Russell Aves., Aurora, Ill. **Underwriter**—Paul C. Kimball & Co. of Chicago, Ill.

Lawter Chemicals, Inc.
Sept. 19, 1960 filed 70,000 shares of capital stock of which 20,000 shares are first to be offered to certain personnel of the company and certain friends of its management. **Price** — To be supplied by amendment. **Business**—Manufacture and sale of printing ink vehicles, fluorescent pigments and coatings, and synthetic resins. **Proceeds**—For general corporate purposes. **Office**—3550 Touhy Ave., Chicago, Ill. **Underwriter** — Blunt Ellis & Simmons, Chicago, Ill. **Offering**—Expected in late October or early November.

Leadville Water Co.
June 28, 1960 (letter of notification) $220,000 of 20-year 6% series A first mortgage coupon bonds to be offered in denominations of $1,000. **Price**—At par. **Proceeds**—For a mortgage payment, outstanding notes, construction of a new water supply and general corporate purposes. **Office**—719 Harrison Ave., Leadville, Colo. **Underwriter**—H. M. Payson & Co., Portland, Me.

● Lence Lanes, Inc. (10/14)
July 22, 1960 filed 175,000 shares of common stock (par $1). **Price**—$6 per share. **Business**—The company operates automatic bowling centers, associated ventures such as restaurants, bars, and luncheonettes, sells supplies, and rent lockers, shoes, and meeting rooms. **Proceeds**—To reduce indebtedness, complete Garfield Lanes in Jersey City, N. J., and for working capital. **Office**—4650 Broadway, New York City. **Underwriter**—Marron, Sloss & Co., Inc., New York City (managing).

Liberian Iron Ore Ltd.
May 19 joined with The Liberian American-Swedish Minerals Co., Monrovia, Liberia, in the filing of $15,000,000 of 6¼% first lien collateral trust bonds, series A, due 1980, of Lio, $15,000,000 of 6¼% subordinated debentures due 1985 of Lio, an unspecified number of shares of Lio capital stock, to be offered in units. The units will consist of $500 of collateral trust bonds, $500 of debentures and 15 shares of capital stock. **Price**—For units, to be supplied by amendment, and not to be in excess of par. **Proceeds**—To make loans to Lamco. **Office**—97 Queen St., Charlottetown, Prince Edward Island, Canada, N. S **Underwriter**—White, Weld & Co., Inc., New York. **Note** — This offering has temporarily been postponed.

● Lifetime Pools Equipment Corp. (10/17-21)
July 1, 1960, filed 100,000 shares of common stock. **Price**—To be supplied by amendment. **Business**—Engaged in the manufacture and selling of fiber glass swimming pools. **Proceeds**—$125,000 will be used to purchase machinery and equipment; $200,000 to purchase raw materials, parts and components; $40,000 for sales and advertising promotion; $30,000 for engineering and development; and the balance will be added to working capital. **Office**—Renovo, Pa. **Underwriter**—First Pennington Corp., Pittsburgh, Pa.

● Lionel Corp. (10/17-21)
Sept. 2, 1960 filed $4,500,000 of convertible subordinated debentures, due Oct. 1, 1980, to be offered for subscription to holders of the outstanding common stock of record Oct. 17, on the basis of $100 of debentures for each 23 shares then held. **Price**—To be supplied by amendment. **Proceeds**—To reduce indebtedness, expand the research and development program, and add to working capital. **Office**—28 Sager Place, Irvington, N. J. **Underwriter**—Granbery, Marache & Co., New York City (managing).

★ Living Aluminum, Inc. (11/28-12/2)
Oct. 3, 1960 (letter of notification) 100,000 shares of common stock (par $1). **Price**—$3 per share. **Business**—Manufacturers of aluminum furniture. **Proceeds** — For additional equipment; purchase of a building; plant expansion and working capital. **Office** — 40 Gazza Blvd., Farmingdale, N. Y. **Underwriters** — Arnold Malkan & Co., Inc. and Sulco Securities, Inc., New York, N. Y.

Louisiana Gas Service Co.
June 10, 1960, filed 670,000 shares of common stock (par $10) being offered by Louisiana Power & Light Co. to stockholders of Middle South Utilities, Inc., of record Sept. 28 on the basis of one share of Louisiana Gas Service Co. common stock for each 25 shares of common stock of Middle South held (with an additional subscription privilege) with rights to expire at 3:30 p.m. N. Y. Time on Oct. 24. **Price**—$10.375 per share. **Proceeds**—All to be paid to Louisiana Power & Light Co. **Underwriter**—None.

Louisville Gas & Electric Co. (10/18)
Sept. 15, 1960 filed $16,000,000 of first mortgage bonds. **Proceeds** — For construction. **Underwriter** — To be determined by competitive bidding. Probable bidders: Halsey, Stuart & Co. Inc.; The First Boston Corp.; Lehman Brothers and Blyth & Co., Inc. (jointly); Kuhn, Loeb & Co., American Securities Corp. and Wood, Struthers & Co. (jointly); Eastman Dillon, Union Securities & Co. and White, Weld & Co. (jointly); Kidder, Peabody & Co. and Goldman, Sachs & Co. (jointly). **Bids**—Expected to be received on Oct. 18, at Room 1100, 231 South La Salle St., Chicago, Ill., at 10:30 a.m. Chicago Time.

Mac Charge Plan & Northern Acceptance Corp.
Sept. 21, 1960 (letter of notification) 60,000 shares of common stock class A (par 60 cents). **Price**—$5 per share. **Proceeds**—For company expansion. **Office**—5 E. Centre St., Baltimore, Md. **Underwriters**—Sade & Co., Bellamah, Neuhauser & Barrett, Washington, D. C., McCarley & Co., Asheville, N. C. and Murphy & Co., Denver, Colo.

MacGregor Triangle Co.
Sept. 23, 1960 (letter of notification) 30,000 shares of capital stock (par $5). **Price**—$10 per share. **Proceeds**—For working capital. **Office**—200 Sunrise Rim, Boise, Idaho. **Underwriter**—J. A. Hogle & Co, Salt Lake City, Utah.

★ **Madigan Electronic Corp. (11/28-12/2)**
Oct. 5, 1960 filed 110,000 shares of common stock (par 10 cents). **Price**—$4.25 per share. **Business**—The design, manufacture and sale of electronic equipment for use primarily in weapons and data processing systems. **Proceeds**—Reduction of indebtedness and working capital. **Office**—200 Stonehinge Lane, Carle Place, N. Y. **Underwriter**—McLaughlin, Kaufman & Co., New York City.

Major League Bowling & Recreation, Inc. (10/26)
Sept. 16, 1960 filed 150,000 shares of common stock ($1 par). **Price**—To be supplied by amendment. **Business**—The corporation operates or has under construction 17 bowling centers in the southeastern part of the U. S. **Proceeds**—To complete centers and for the development or acquisition of additional centers. **Office**—Richmond, Va. **Underwriters**—Eastman Dillon, Union Securities & Co., New York City, and J. C. Wheat & Co., Richmond, Va. (managing).

Marine & Electronics Manufacturing Inc.
Sept. 22, 1960 (letter of notification) 100,000 shares of common stock class A (par 10 cents). **Price**—$3 per share. **Proceeds**—For expenses in the fabrication of sheet metal parts for missiles, rockets, radar and marine items. **Address**—Hagerstown, Md. **Underwriter**—Batten & Co., Washington, D. C.

● **Mary Carter Paint Co.**
Sept. 23, 1960 filed 375,000 shares of class A common stock (par $1), of which 75,000 shares are to be offered for the account of the issuing company, and 300,000 shares, representing outstanding stock, are to be offered for the account of the present holders thereof. **Price**—To be supplied by amendment. **Business** — The firm makes various paint products for retail distribution. **Proceeds**—For debt reduction, expansion, and working capital. **Office**—666 Fifth Ave., New York City. **Underwriter**—Lee Higginson Corp., New York City (managing). **Offering**—Expected in mid-November.

Matheson Co., Inc.
Sept. 27, 1960 filed 160,000 shares of common sotck ($1 par), of which 40,000 shares are to be offered for the account of the issuing company and 120,000 shares, representing outstanding stock, are to be offered for the account of the present holders thereof. **Price**—To be supplied by amendment. **Business**—The company sells chemical gases, chemicals, regulators and valves. **Proceeds** — To redeem all the outstanding shares of 6% cum. preferred stock at $21 per share, with the remainder to be added to the issuer's general funds. **Office**—932 Paterson Plank Road, East Rutherford, N. J. **Underwriter**—White, Weld & Co., Inc., New York City (managing). **Offering**—Expected in mid-November.

● **McCulloch Oil Corp. of California**
Sept. 28, 1960 filed 809,067 outstanding shares of common stock. **Price**—$1.16 per share. **Proceeds**—To selling stockholder, Robert P McCulloch, President. **Office**—5965 W. 98th Street, Los Angeles, Calif. **Underwriter**—None. **Note**—These shares will not be offered publicly.

Merrimack-Essex Electric Co. (11/16)
Sept. 20, 1960 filed 75,000 shares of cumulative preferred stock (par $100). **Proceeds**—For reduction of short-term indebtedness. **Business**—The issuer is a subsidiary of the New England Electric System and conducts its business of generating, buying, and selling electricity in northeastern Massachusetts. It sells appliances related to its business. **Office**—205 Washington St., Salem, Mass. **Underwriter** — To be determined by competitive bidding Probable bidders: Kidder, Peabody & Co. and White Weld & Co. (jointly); Merrill Lynch, Pierce, Fenner & Smith Inc. and Eastman Dillon, Union Securities & Co. (jointly); First Boston Corp. **Bids**—Expected to be received on Nov. 16. **Information Meeting**—Scheduled for Nov. 4.

● **Metcom, Inc.**
Sept. 2, 1960 filed 100,000 shares of common stock. **Price**—To be supplied by amendment. **Business**—The company makes microwave tubes and devices. **Proceeds**—For working capital, machinery and equipment, the retirement of a mortgage loan, and research and development. **Office** — 76 Lafayette Street, Salem, Mass. **Underwriter** — Hayden, Stone & Co., New York City. **Offering**—Expected in late October to early November.

Metropolitan Telecommunications Corp.
Sept. 27, 1960 filed $600,000 of convertible subordinated debentures, to be offered for the account of the issuing company, and 25,000 shares of outstanding common stock, to be offered tor the account of four company officers, the selling stockholders. **Prices**—For the debentures, at par; for the common, to be supplied by amendment. **Business**—The company makes and sells electronic and communications equipment. **Proceeds**—For general corporate purposes including debt reduction, working capital, and expansion. **Office** — Ames Court, Plainview, N. Y. **Underwriters**—M. L. Lee & Co., Inc. and Milton D. Blauner & Co., Inc., both of New York City (managing). **Offering**—Expected in mid-November.

Meyer (Geo.) Manufacturing Co.
Sept. 19, 1960 filed 146,300 shares of common stock. **Price**—To be supplied by amendment. **Business**—To design, manufacture and sell specialized high speed machinery and equipment for use in packaging, bottling, filling, closing, electronically inspecting, labeling, banding, cleaning, etc. **Proceeds** — To selling stockholders, the owning family. **Address** — Cudahy, Wis. **Underwriter**—Robert W. Baird & Co., Milwaukee, Wis.

Mid-States Business Capital Corp. (10/17-21)
Sept 9, 1960, filed 750,000 shares of common stock (par $1). **Price**—$11 per share. **Business**—The company will invest in small business concerns. **Proceeds** — For general corporate purposes. **Office**—411 N. 7th St., St. Louis, Mo. **Underwriters**—Carl M. Loeb, Rhoades & Co., New York City, and Scherck, Richter Co., St. Louis, Mo. (managing).

Midwestern Acceptance Corp.
Sept. 8, 1960, filed 1,169,470 shares of common stock and $994,050 of 6% debentures, to be offered for public sale in units of one share of stock and 85¢ of debentures. **Price** — $1 per unit. **Business** — The company will do interim financing in the home building industry. **Proceeds** — To start its lending activities. **Address** — P. O. Box 886, Rapid City, S. D. **Underwriter**—None.

Minitronics, Inc.
Aug. 26, 1960 (letter of notification) 100,000 shares of class A common stock (par 20 cents). **Price**—$3 per share. **Business**—To manufacture a new type of micro-miniature magnetic relay. **Proceeds** — For general corporate purposes. **Office**—373 Broadway, New York, N. Y. **Underwriter**—David Barnes & Co., Inc., New York, N. Y.

● **Missouri Public Service Co.**
Aug. 1, 1960 filed 258,558 shares of common stock (par $1) to be offered to the holders of the outstanding common of record on or about Oct. 19 on the basis of one new share for each eight shares held with rights to expire on or about Nov. 3. **Price** — To be supplied by amendment. **Proceeds**—To reduce short-term bank loans incurred in 1959-60 for construction expenses. **Office**—Kansas City, Mo. **Underwriters**—Merrill Lynch, Pierce, Fenner & Smith Inc., and Kidder, Peabody & Co., both of New York City (managing). **Note**—Offering temporarily postponed.

Mobile Credit Corp.
Sept. 14, 1960 filed 25,874 shares of common stock and 1,000 shares of $100 par 6% cumulative convertible preferred stock. The stock will be offered for subscription by shareholders of record on the basis of two shares of new common for each three such shares held and one share of new preferred for each 38.81 common shares held, the record date in each case being Sept. 1, 1960. **Prices**—For common, $10 per share; for preferred, $100 per share. **Business**—The purchase of conditional sales contracts from dealers in property so sold, such as mobile homes, trailers, boats, and motorcycles. **Proceeds**—For working capital. **Office**—100 E. Michigan Ave., Jackson, Mich. **Underwriter**—None.

● **Model Engineering & Manufacturing Corp.**
Sept. 21, 1960 filed 140,000 shares of common capital stock. **Price**—To be supplied by amendment. **Business**—The company makes and sells equipment for the electrical, automotive, and aviation industries. **Proceeds**—To reduce indebtedness and for working capital. **Office**—50 Frederick St., Huntington, Ind. **Underwriter**—Raffensperger, Hughes & Co., Indianapolis, Ind. (managing).

Model Finance Service, Inc.
May 26 filed 100,000 shares of second cumulative preferred stock—65c convertible series, $5 par—and $1,000,000 of 6½% junior subordinated debentures, due 1975. **Price**—To be supplied by amendment. **Proceeds**—To be added to the company's general working funds. **Office**—202 Dwight Building, Jackson, Mich. **Underwriter**—Paul C. Kimball & Co., Chicago, Ill.

★ **Modern Pioneers' Life Insurance Co.**
Sept. 26, 1960 (letter of notification) 81,896 shares of common stock (par $1) to be offered to policyholders of the company. **Price** — $2 per share. **Proceeds** — For working capital. **Office**—811 N. Third St., Phoenix, Ariz. **Underwriter** — Associated General Agents of North America.

Mohawk Insurance Co. (10/24-28)
Aug. 8, 1960, filed 75,000 shares of class A common stock **Price**—$12 per share. **Proceeds**—For general funds. **Office**—198 Broadway, New York City. **Underwriter**—R. F. Dowd & Co. Inc., 39 Broadway, New York 6, N. Y.

Munsingwear, Inc. (10/24-28)
Sept. 23, 1960 filed $3,000,000 of convertible subordinated debentures, due Oct. 1, 1980. **Price**—To be supplied by amendment. **Business**—Manufacturer of apparel. **Proceeds**—Repayment of bank loans. **Office**—718 Glenwood Ave., Minneapolis, Minn. **Underwriters**—Goldman, Sachs & Co., New York City, and Piper, Jaffray & Hopwood, Minneapolis, Minn.

● **Nafi Corp. (10/19)**
Aug. 23, 1960 filed $7,500,000 of 20-year convertible subordinated debentures due 1980. **Price**—To be supplied by amendment. **Proceeds**—To pay part of instalment to become due for the purchase of Chris-Craft stock. **Office**—527 23rd Ave., Oakland, Calif. **Underwriters**—Shields & Co. and Lehman Brothers, both of New York City (managing).

● **National Airlines, Inc. (11/1-4)**
Sept. 21, 1960 filed $10,288,000 of convertible subordinated debentures, due 1975, to be offered for subscription by holders of the outstanding common stock on the basis of $100 of debentures for each 18 common shares held. **Price**—To be supplied by amendment. **Business**—Domestic and international transport of persons, property, and mail. **Proceeds**—To make payments on planes and reduce short-term indebtedness, with the balance for general corporate purposes. **Office** — Miami International Airport, Miami, Fla. **Underwriter** — Lehman Brothers, New York City (managing).

★ **National Beryllia Corp.**
Oct. 3 (letter of notification) 9,000 shares of common stock (par $5). **Price**—$33 per share. **Business**—Manufacturers of super ceramics and oxide metallics. **Proceeds**—To repay a bank loan; purchase new tools, for expansion of a plant; machinery and equipment; working capital and general corporate purposes. **Office**—4501 Dell Avenue, North Bergen, N. J. **Underwriter**—None.

● **National Consolidated Development Corp.**
July 25, 1960 filed 70,000 shares of class B common (non-voting) stock. **Price**—$100 per share. **Business**—To acquire business properties, and operate, lease, or sell them for a profit. **Proceeds**—For general corporate purposes, with initial activities scheduled for Phoenix, Ariz. **Office**—South 1403 Grand Ave., Spokane, Wash. **Underwriter** — The stock will be offered through authorized and qualified brokers. **Note**—This statement was withdrawn on Oct. 5.

National Film Studios, Inc. (10/17-21)
Sept. 20, 1960 (letter of notification) 150,000 shares of common stock. **Price**—$2 per share. **Proceeds**—For expansion of the business. **Office**—Washington, D. C. **Underwriter**—R. Baruch & Co., 1518 K St., N. W., Washington, D. C.

National Lawnservice Corp.
Jan. 11 (letter of notification) 100,000 shares of common stock (par one cent). **Price**—$3 per share. **Proceeds** — For general corporate purposes. **Office** — 410 Livingston Avenue, North Babylon, N. Y. **Underwriter**—Fund Planning Inc., New York, N. Y. **Offering**—Indefinite.

National Western Life Insurance Co.
Sept. 13, 1960 filed 225,000 shares of common stock. **Price**—To be supplied by amendment. **Proceeds**—Together with the proceeds from the sale of shares to be issued as a result of options, in the amount of $1,106,407.50 for the discharge of indebtedness and general corporate purposes. **Office**—Denver, Colo. **Underwriter**—Peters, Writer & Christensen Inc., Denver, Colo. **Offering** — Expected sometime in December.

● **Nationwide Tabulating Corp. (11/1-4)**
Sept. 19, 1960 filed 100,000 shares of common stock (par 10 cents). **Price**—$2 per share. **Business**—Tabulating of industry and government records. **Proceeds**—For general corporate purposes including working capital. **Office**—384 Clinton St., Hempstead, N. Y. **Underwriter**—Milton D. Blauner & Co., Inc., New York, N. Y.

● **Natural Gas Pipeline Co. of America (10/19)**
July 1, 1960, filed $25,000,000 of first mortgage pipeline bonds, due 1980. **Price**—To be supplied by amendment. **Proceeds**—To be applied in part to the payment of outstanding bank loans and the balance used for construction requirements. **Office** — 122 South Michigan Ave., Chicago, Ill. **Business**—Public utility. **Underwriters**—Dillon, Read & Co. Inc., and Halsey, Stuart & Co. Inc., both of New York.

● **Natural Gas Pipeline Co. of America (10/19)**
July 1, 1960, filed 150,000 shares of cumulative preferred stock (par $100). **Price**—To be supplied by amendment. **Proceeds**—To be applied in part to the payment of outstanding bank loans and the balance used for construction requirements. **Office** — 122 South Michigan Ave., Chicago, Ill. **Underwriter**—Dillon, Read & Co. Inc., New York.

● **Navajo Freight Lines, Inc. (10/17)**
May 9, 1960, filed (with the ICC) 250,000 shares of common stock, of which 189,000 shares, being outstanding stock, will be offered for the account of the present holders thereof, and 61,000 shares will be offered for the account of the issuing company. **Price**—To be supplied by amendment. **Office**—1205 So. Plate River Drive, Denver 23, Colo. **Underwriters**—Hayden, Stone & Co. and Lowell, Murphy & Co. (jointly). **Offering**—Expected in late October.

Nissen Trampoline Co. (11/1-4)
Sept. 20, 1960 filed 85,000 shares of common stock. **Price**—To be supplied by amendment. **Proceeds**—For general corporate purposes, including working capital. **Office**—Cedar Rapids, Ia. **Underwriter** — Jesup & Lamont, New York City.

● **Nixon-Baldwin Chemicals, Inc. (10/24-28)**
Aug. 24, 1960 filed $4,000,000 of 6½% subordinated debentures, due Oct. 1, 1980, and 160,000 shares of common stock, to be offered in units. Each unit will consist of $500 principal amount of debentures and an unannounced number of common shares. **Price**—$500 per unit. **Business**—The manufacturing and sale of rigid thermoplastic sheeting, rods, tubes, and other forms. **Proceeds**—To pay part of the cost of acquiring certain assets of Nixon Nitration Works; part of the proceeds will be used for working capital. **Office**—Nixon, N. J. **Underwriters**—Lee Higginson Corp. and P. W. Brooks & Co., Inc., both of New York City (managing).

Normandy Oil & Gas, Inc.
Aug. 31, 1960 filed 750,000 shares of common stock. **Price**—$1 per share. **Business**—Oil and gas exploration and production. **Proceeds** — For general corporate purposes. **Office**—620 Oil & Gas Bldg., Wichita Falls, Texas. **Underwriter**—None, but 102,500 of the shares are reserved for commissions to selling brokers at the rate of 15 shares for each 100 shares sold.

Nuclear Engineering Co., Inc.
April 18 (letter of notification) 30,000 shares of common stock (par 33.3 cents). **Price**—$10 per share. **Proceeds**—To replace bank financing, reduce accounts payable, purchase machinery and equipment and for working capital. **Office**—65 Ray St., Pleasanton, Calif. **Underwriter**—Pacific Investment Brokers, Inc., Seattle, Wash.

Nu-Line Industries, Inc.
Sept. 28, 1960 filed 200,000 shares of common stock, of which 175,000 shares are to be offered for the account of the issuing company and 25,000 shares, representing outstanding stock, are to be offered for the account of the issuer's president. **Price**—To be supplied by amendment. **Proceeds**—For capital equipment, research, sales

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development, and working capital. **Office**—Minneapolis, Minn. **Underwriter**—Kalman & Co., Inc., St. Paul, Minn. (managing).

● Nupack Corp.
Aug. 12, 1960 (letter of notification) 200,000 shares of common stock. **Price**—At par ($1 per share). **Proceeds**—For working capital. **Address**—Reinbeck, Iowa. **Underwriter**—R. G. Dickinson & Co., Des Moines, Iowa.

● Omega Precision, Inc. (10/20)
Sept. 26, 1960 (letter of notification) 120,000 shares of common stock (par 25 cents). **Price** — $2.50 per share. **Business**—Manufacturers of electronic equipment. **Proceeds**—For general corporate purposes, including working capital. **Address**—Azusa, Calif. **Underwriters**—Pacific Coast Securities Co., San Francisco, Calif. and George, O'Neill & Co., Inc., New York, N. Y.

● Pacific Electro Magnetics Co., Inc.
Sept. 2, 1960 (letter of notification) 60,000 shares of common stock (no par). **Price**—$5 per share. **Business**—The research, development, manufacture, and sale of instrumentation devices for scientific analysis and industrial testing. **Proceeds**—For working capital. **Office**—942 Commercial St., Palo Alto, Calif. **Underwriter**—Pacific Coast Securities Co., San Francisco, Calif. **Offering**—Imminent.

★ Pacific Gas & Electric Co. (11/1)
Oct. 10, 1960 filed $60,000,000 of first and refunding mortgage bonds series FF, due 1992. **Proceeds**—For general corporate purposes, including the payment of bank loans incurred for expansion, which expense will approximate $152,000,000 in 1960. **Office** — 245 Market Street, San Francisco 6, Calif. **Underwriter**—To be determined by competitive bidding. Probable bidders: Blyth & Co., Inc., and First Boston Corp. and Halsey, Stuart & Co. Inc. (jointly). **Bids**—Expected to be received on Nov. 1.

Pacific Gas Transmission Co. (10/18)
Sept. 20, 1960 filed 552,500 shares of common stock. **Price**—To be supplied by amendment. **Office**—San Francisco, Calif. **Underwriters** — Blyth & Co., Inc.; The Dominion Securities Corp.; McLeod, Young, Weir, Inc., all of New York City.

Pacific Lighting Gas Supply Co. (10/19)
Sept. 9, 1960, filed $25,000,000 of sinking fund debentures, due 1980. **Business**—The issuer is a subsidiary of Pacific Lighting Corp., San Francisco, Calif. **Proceeds**—To finance current construction and repay short-term loans to its parent, Pacific Lighting Corp. **Office** — 720 W. 8th Street, Los Angeles, Calif. **Underwriter**—To be determined by competitive bidding. Probable bidders: Halsey, Stuart & Co. Inc.; Blyth & Co.; Eastman Dillon, Union Securities & Co., and White, Weld & Co. (jointly). **Bids**—To be received on Oct. 19 in room 1329, 720 W. 8th Street, Los Angeles, Calif., at 8:30 a.m. California time. **Information Meeting** — Scheduled for Oct. 14 at 11:00 a.m. at the Irving Trust Co., 47th floor.

Paddington Corp. (10/28-11/4)
Sept. 28, 1960 filed 36,498 shares of outstanding common stock. **Price**—To be related to the price of the stock on the American Stock Exchange at the time of the public offering. **Proceeds**—To selling stockholders. **Office**—630 Fifth Ave., New York City. **Underwriters**—Lee Higginson Corp. and H. Hentz & Co., both of New York City (managing).

Palm Developers Limited
Sept. 8, 1960, filed 100,000 shares of common stock (par 1 shilling). **Price** — $3 per share. **Business** — The company intends to deal in land in the Bahamas. **Proceeds**—To buy land, and for related corporate purposes. **Office**—6 Terrace, Centreville, Nassau, Bahamas. **Underwriter**—David Barnes & Co., Inc., New York City.

Park Electrochemical Corp.
Sept. 22, 1960 filed 175,000 shares of 10 cent par class A stock. **Price**—$4 per share. **Business**—The firm designs and makes anodyzed aluminum specialty components for cars, planes, appliances, and other objects needing naming devices. **Proceeds**—For working capital, debt reduction, and research and development. **Office**—Flushing, L. I., N. Y. **Underwriters** — Stanley Heller & Co., and Michael G. Kletz & Co., Inc., both of New York City, with the latter handling the books. **Offering**—Expected in November.

Philippine Oil Development Co., Inc.
March 30 filed 103,452,615 shares of capital stock being offered for subscription by stockholders of record Aug. 25, at the rate of one new share for each 5½ shares held with rights to expire at 3:30 p.m. on Oct. 31. **Price**—U. S. price is 1.3 cents per share; Philippine price is 3 centavos per share. **Proceeds** — To be added to the company's working capital. **Office**—Soriano Bldg., Manila, Philippines. **Underwriter**—None.

Photogrammetry, Inc.
Aug. 10, 1960 (letter of notification) 13,000 shares of common stock (par $1). **Price**—$3.50 per share. **Proceeds**—For retirement of a short term note and working capital. **Office** — 922 Burlington Ave., Silver Spring, Md. **Underwriter**—First Investment Planning Co., Washington, D. C.

Pik-Quik, Inc. (10/25-28)
July 27, 1960 filed 550,000 shares of common stock (par $1). **Price**—To be supplied by amendment. **Business**—The organization and operation of self-service markets in Florida under the names of "Pik-Quik" and "Tom Thum." There are now 31 such markets. **Proceeds**—Together with other funds, the proceeds will be used to purchase substantially all of the assets of Plymouth Rock Provision Co., Inc. **Office**—Baker Bldg., Minneapolis, Minn. **Underwriter**—A. C. Allyn & Co., Inc., New York City.

Plastics & Fibers, Inc.
June 14 (letter of notification) 150,000 shares of common stock (par 20 cents). **Price**—$2 per share. **Proceeds**—For general corporate purposes. **Office**—Whitehead Avenue, South River, N. J. **Underwriter**—Pearson, Murphy & Co., Inc., New York, N. Y. **Note**—The underwriter states that this offering will be delayed.

● Polymer Corp. (10/27)
Sept. 16, 1960 filed $2,750,000 of convertible subordinated sinking fund debentures, due 1975, and 20,000 shares of class A non-voting common stock. **Prices**—To be supplied by amendment. **Business** — The company makes nylon rod, plate, strip, and tubing, Teflon, and plastic powders for coating metals. **Proceeds**—From the common stock, to the present holder thereof; from the debentures, for general corporate purposes, including debt reduction and working capital. **Office** — Reading, Pa. **Underwriters**—White, Weld & Co., New York City, and A. G. Edwards & Sons, St. Louis, Mo. (managing).

● Polytronics Laboratories, Inc.
Aug. 19, 1960 (letter of notification) 200,000 shares of class A stock (par 10 cents). **Price**—$1 per share. **Business**—The manufacture and sale of two way radios. **Proceeds**—For general corporate purposes; research and development and inventory investment to produce an amateur band transciever; research and development and inventory investment in a new product in the two-way radio field; to purchase new test equipment; for working caiptal and to pay the cost of acquiring expanded facilities. **Office**—253 Crooks Avenue, Clifton, N. J. **Underwriter**—Theodore Arrin & Co. **Offering**—Expected sometime in November.

Portland Reporter Publishing Co.
Sept. 12, 1960 filed 175,000 shares of common stock, of which 125,000 shares are to be publicly offered, 39,000 shares sold to employees, and 11,000 shares exchanged for property or services. **Price**—$10 per share. **Business**—The company intends to publish an afternoon newspaper in Portland, Oreg. **Proceeds**—For general corporate purposes. **Office**—1130 S. W. 3rd Ave., Portland, Oreg. **Underwriter**—None.

● Portland Turf Association (10/17-21)
July 29, 1960 (letter of notification) $300,000 of 10% first mortgage registered bonds, due July 1, 1970. **Price**—At face amount. **Proceeds**—For purchase of a track, to retire bonds and for working capital. **Office**—2890 Bellevue, West Vancouver, B. C., Canada. **Underwriter**—General Investing Corp., New York, N. Y.

Preferred Risk Life Assurance Co. (10/17-11/1)
Aug. 18, 1960 filed 300,000 shares of common stock. **Price**—$5 per share. **Proceeds** — For general corporate purposes. **Office** — 20 East Mountain St., Fayetteville, Ark. **Underwriter**—Preferred Investments, Inc., a subsidiary of the issuer.

Premier Microwave Corp. (10/24-28)
Aug. 26, 1960 filed 100,000 shares of common stock (par $1). **Price**—To be supplied by amendment. **Business**—The company designs, develops, and produces microwave components. **Proceeds**—To reduce indebtedness and add to working capital. **Office** — 33 New Broad St., Portchester, N. Y. **Underwriter**—Van Alstyne, Noel & Co., New York City.

Process Lithographers, Inc.
Sept. 28, 1960 filed 145,000 shares of common stock (par 10 cents), of which 125,000 shares are for public offering, and 20,000 shares are to be offered for the account of Solomon Roskin, President. **Price** — $5 per share. **Proceeds** — Toward the repayment of indebtedness, new equipment, and working capital. **Office**—200 Varick St., New York City. **Underwriter**—First Broad St. Corp., New York City (managing).

Progress Electronics Corp.
Aug. 3, 1960 (letter of notification) 200,000 shares of common stock (par $1). **Price**—$1.50 per share. **Proceeds**—To develop and produce proprietary items in the electronics field. **Office**—1240 First Security Building, Salt Lake City, Utah. **Underwriter**—Jacoby, Daigle & Werner, Inc., Los Angeles, Calif.

Propulsion Development Laboratories, Inc.
Sept. 12, 1960 (letter of notification) 100,000 shares of common stock (no par). **Price**—$3 per share. **Proceeds**—For working capital. **Office**—1120 El Segundo Boulevard, El Segundo, Calif. **Underwriter**—Fairman & Co., Los Angeles, Calif.

★ Public Service Co. of New Hampshire (11/17)
Oct. 7, 1960 filed $5,000,000 of first mortgage bonds, series L, due 1990. **Proceeds** — For repayment of loans, construction, and general corporate purposes. **Office**—1087 Elm Street, Manchester, N. H. **Underwriter**—To be determined by competitive bidding. Probable bidders: Halsey, Stuart & Co. Inc.; First Boston Corp.; Blyth & Co., Inc.; Equitable Securities Corp., and Eastman Dillon, Union Securities & Co. (jointly). **Bids**—Expected Nov. 17.

● Puritan Sportswear Corp. (10/14)
Aug. 24, 1960 filed 120,000 outstanding shares of common stock (no par). **Price**—To be supplied by amendment. **Business**—The firm makes and sells sportswear for men and boys. **Proceeds**—To selling stockholders. **Office**—813 25th St., Altoona, Pa. **Underwriter**—Hayden, Stone & Co., New York City (managing).

● Puritron Corp. (10/18)
Aug. 3, 1960 filed 250,000 shares of common stock, of which 200,000 shares are to be offered for the account of the issuing company and 50,000 shares, representing outstanding stock, are to be offered for the account of Joseph Stein, President, the present holder thereof. **Price**—To be supplied by amendment. **Business**—Makes and sells electronic air purifiers and range hoods. **Proceeds** — To retire indebtedness, with the balance for capital expenditures. **Office**—New Haven, Conn. **Underwriter** — Bache & Co., New York City (managing).

R. C. Can Co.
Aug. 25, 1960 filed 230,000 shares of common stock, of which 50,000 shares will be offered for the account of the issuing company and 180,000 shares, representing outstanding stock, will be offered for the account of the present holders thereof. **Price** — To be supplied by amendment. **Business** — The manufacture and sale of fibre-bodied cans and containers of various sizes. **Proceeds**—For general corporate purposes. **Office**—9430 Page Blvd., St. Louis, Mo. **Underwriter** — Reinholdt & Gardner, St. Louis, Mo. (managing). **Offering**—Expected sometime in November.

R. E. D. M. Corp.
Sept. 27, 1960 filed 100,000 shares of common stock. **Price** $3.50 per share. **Proceeds**—For working capital ($217,250) and production machinery and equipment ($50,000). **Office**—Little Falls, N. J. **Underwriter**—Robert Edelstein & Co., Inc., New York City.

● Radar Measurements Corp. (11/8)
Sept. 28, 1960 (letter of notification) 85,700 shares of common stock (par $1). **Price**—$3.50 per share. **Business**—Manufacturers of electronic equipment. **Proceeds**—For general corporate purposes. **Office** — 190 Duffy Ave., Hicksville, N. Y. **Underwriter**—Blaha & Co., Inc., 29-28 41st Avenue, Long Island City 1, N. Y.

● Radio Shack Corp.
Aug. 16, 1960, filed 200,000 shares of common stock (par $1), of which 150,000 shares will be offered for the account of the issuer, and the remaining 50,000 shares by present holders thereof. **Price** — To be supplied by amendment. **Business**—Distributors of electronics products, sound components, and small appliances. **Office**—730 Commonwealth Avenue, Boston, Mass. **Underwriter**—Granbery, Marache & Co., New York City. **Offering**—Imminent.

Resisto Chemical, Inc.
Aug. 29, 1960 filed 200,000 shares of common stock (par 10 cents). **Price**—$2.50 per share. **Business**—The firm makes and sells protective coatings for packaging and fabrics, and products used in insulation. **Proceeds**—For working capital ($235,358), with the balance for machinery, equipment, and general corporate purposes. **Office** — New Castle County Air Base, New Castle County, Del. **Underwriter**—Amos Treat & Co., Inc., New York City. **Offering**—Expected sometime in November.

Riddle Airlines, Inc.
Aug. 19, 1960 filed $2,250,000 of 6% subordinated convertible debentures. **Price**—At 100% of principal amount. **Proceeds** — To be used as operating capital to fulfill M. A. T. S. contract, and to acquire aircraft. **Office**—International Airport, Miami, Fla. **Underwriter**—James H. Price & Co., Coral Gables, Fla., and New York City.

Riegel Paper Corp. (10/26)
Septp. 29, 1960 filed $10,000,000 of sinking fund debentures, due 1985. **Price**—To be supplied by amendment. **Proceeds**—For the repayment of bank loans, to finance a new plant, and for general corporate purposes. **Office**—260 Madison Avenue, N. Y. C. **Underwriter**—Morgan Stanley & Co., New York City (managing).

● Robosonics, Inc. (10/17-21)
Sept. 14, 1960 filed 180,000 shares of common stock (par 25 cents). **Price**—$5 per share. **Business**—The company makes and sells an automatic telephone answering device, and an automatic intelligence reproduction machine. **Proceeds**—For general corporate purposes. **Office**—22 W. 48th St., New York City. **Underwriter**—Mandell & Kahn, Inc., New York City.

Roller Derby TV, Inc.
March 30 filed 277,000 shares of common stock, of which 117,000 shares are to be offered for public sale by the issuing company, and the remaining 145,000 shares will be sold for the account of certain selling stockholders. **Price**—To be supplied by amendment. **Proceeds**—For general corporate purposes relating to the production and sales of motion picture films of the Roller Derby, and the balance for working capital. **Office**—4435 Woodley Ave., Encino, Calif. **Underwriter**—To be supplied by amendment.

Rotron Manufacturing Co., Inc. (11/7-11)
Sept. 21, 1960 filed 130,000 shares of common stock (par 5 cents), of which 65,000 shares are to be offered for the account of the issuing company and 65,000 shares representing outstanding stock, are to be offered for the account of the present holders thereof. **Price**—To be supplied by amendment. **Business**—Makes air and gas moving devices for military and industrial use. **Proceeds**—For inventory, expansion, and debt reduction. **Office**—7-9 Hasbrouch Lane, Woodstock, N. Y. **Underwriter**—W. E. Hutton & Co., New York City (managing).

Sampson-Miller Associated Companies, Inc.
Sept. 28, 1960 filed 150,000 shares of common stock. **Price**—To be supplied by amendment. **Proceeds**—To retire indebtedness, develop acreage, and to finance the increased use of instalment sales contracts, with the balance to finance the purchase of additional property. **Office**—Pitcairn, Pa. **Underwriter** — Moore, Leonard & Lynch, Pittsburgh, Pa. (managing). **Offering**—Expected in mid-November.

Saucon Development Corp.
April 28 (letter of notification) an undetermined number of shares of common stock (par $1) not to exceed $300,000. **Price**—To be supplied by amendment. **Proceeds**—For mining expenses. **Office** — c/o Wallace F. McQuade, Pres., 246 Beaconsfield Blvd., Beaconsfield, Quebec, Canada. **Underwriter**—To be named.

Save-Co Veterans & Services & Department Stores, Inc.
Sept. 26, 1960 filed 163,636 shares of common stock, of which 127,273 shares are to be offered for the account of the issuing company and 36,363 shares, representing outstanding stock, are to be offered for the account of

the present holders thereof. **Price** — To be supplied by amendment. **Business** — The company operates a department store and gasoline service station the use of which is restricted primarily to veterans, military personnel, employees of non-profit organizations, and employees of firms doing government contract work. **Proceeds**—For general corporate purposes, including debt reduction and working capital. **Office**—3176 Frontier St., San Diego, Calif. **Underwriter** — Dempsey-Tegeler & Co., St. Louis, Mo. (managing). **Offering**—Expected in early November.

Scantlin Electronics, Inc. (10/17-21)
Aug. 29, 1960 filed 275,000 shares of no par common stock, of which 175,000 shares are to be offered for the account of the issuing company, 75,000 shares for the account of selling stockholders, and 25,000 shares may be optioned by the underwriters. **Price**—To be supplied by amendment. **Business** — The company makes, sells, and leases proprietary electronic devices. **Proceeds**—For general corporate purposes, including the reduction of indebtedness. **Office** — 2215 Colby Ave., Los Angeles, Calif. **Underwriters**—Carl M. Loeb, Rhoades & Co. and Paine, Webber, Jackson & Curtis, both of New York City (managing).

Scharco Manufacturing Corp.
Sept. 13, 1960 (letter of notification) 60,000 shares of common stock (par 10 cents). **Price** — $5 per share. **Business** — Manufacturers of baby carriages, strollers, high-chairs, feed and play tables, doll carriages, toy chests and similar products. **Proceeds**—For general corporate purposes. **Office**—117 N. Third Avenue, Mt. Vernon, N. Y. **Underwriter** — L. C. Wegard & Co., U. S. Highway 130 W, Burlington, N. J. **Offering**—Expected in November.

School Pictures, Inc.
Sept. 28, 1960 filed 100,000 outstanding shares of common stock. **Price**—To be supplied by amendment. **Proceeds**—To selling stockholders. **Office** — 1610 North Mill St., Jackson, Miss. **Underwriters**—Equitable Securities Corp. of New York City, and Kroeze, McLarty & Co., of Jackson, Miss.

Scott, Foresman & Co.
Sept. 21, 1960 filed 683,000 shares of outstanding common stock (no par). **Price**—To be supplied by amendment. **Business**—Publishing school textbooks. **Proceeds**—To selling stockholders. **Office** — 433 East Erie St., Chicago, Ill. **Underwriter** — Smith, Barney & Co. Inc., New York City (managing). **Offering**—Expected in late October or early November.

• Seaboard & Western Airlines, Inc. (11/1)
Sept. 28, 1960 filed 704,160 shares of common stock to be offered for subscription by holders of its common stock on the basis of two new shares for each share held. Also filed were $4,000,000 of 6% debentures, due July 1, 1970, with warrants for the purchase of 866,041 common shares. **Price**—To be supplied by amendment. **Proceeds**—Payments to creditors, purchase of new aircraft and engines, payment of notes, and the balance for working capital. **Office**—New York International Airport, Jamaica, L. I., N. Y. **Underwriter**—Carl M. Loeb, Rhoades & Co., New York City.

• Sealed Air Corp.
July 15, 1960 (letter of notification) 100,000 shares of common stock (par one cent). **Price**—$1 per share. **Proceeds**—For general corporate purposes. **Office** — 330 Wagaraw Rd., Hawthorne, N. J. **Underwriters**—Bertner Bros. and Earl Edden Co., New York, N. Y. **Offering**—Imminent.

Securities Acceptance Corp.
Aug. 31, 1960 (letter of notification) 10,000 shares of 5% cumulative preferred stock (par $25). **Price**—$24.50 per share. **Proceeds**—For working capital. **Office**—304 S. 18th St., Omaha, Neb. **Underwriters**—The First Trust Co. of Lincoln, Lincoln, Neb.; Storz-Wachob-Bender Corp., Omaha, Neb. and Cruttenden, Podesta & Co., Chicago, Ill.

Security Annuity Life Insurance Co.
Sept. 8, 1960, filed 300,000 shares of common stock. **Price**—$7 per share. (The issuer's subsidiary, Annuity Life Insurance Co., which will register with the SEC as an open end diversified management investment company, was a partner in the registration.) **Business**—The sale of various forms of life insurance, annuities, and health and accident insurance. **Proceeds**—For general corporate purposes. **Office**—713 Marion E. Taylor Building, Louisville, Ky. **Underwriter**—None.

★ Self Service Drug Corp.
Sept. 26, 1960 (letter of notification) $150,000 of 10-year 6% convertible debentures and 75,000 shares of common stock (no par) to be offered in units of $100 of debentures and 50 shares of common stock. **Price** — $200 per unit. **Proceeds** — To move and equip a new warehouse; pay off certain bank indebtedness and for new lines. **Office**—2826 Mt. Carmel Ave., N. Hills, Glenside, Pa. **Underwriter**—Woodcock, Moyer, Fricke & French, Inc., Philadelphia, Pa.

Seven Mountain Corp.
Aug. 12, 1960 filed 3,500,000 shares of common stock. **Price**—$1 per share. **Business**—To construct an all-year resort area and a gondola-type aerial cableway, southeast of Provo, Utah, in the Wasatch Mountains. **Proceeds**—For the purchase of property, construction and equipment, retirement of notes, and the balance for working capital. **Office**—240 East Center St., Provo, Utah. **Underwriter**—Whitney & Co., Salt Lake City, Utah.

• Sexton (John) & Co. (11/14-18)
Sept. 26, 1960 filed 200,000 shares of common stock (no par), of which 33,000 shares are to be offered for the account of the issuing company and 167,000 shares, representing outstanding stock, are to be sold for the account of the present holders thereof. **Price**—To be supplied by amendment. **Business**—Food distribution, chiefly to institutions. **Proceeds**—For general corporate purposes. **Office**—Chicago, Ill. **Underwriter**—Hornblower & Weeks, New York City (managing).

Simon Hardware Co. (10/24-28)
Sept. 9, 1960, filed $900,000 of sinking fund debentures, due Sept. 30, 1972, with warrants, and 70,000 shares of common stock, to be offered in units of a $1,000 debenture and warrants to purchase 100 common shares. **Price**—To be supplied by amendment. **Business**—The firm sells a diversified line of consumer goods through a store in Oakland, Calif., and proposes to open additional stores in Hayward and Walnut Creek. **Proceeds**—To reduce bank borrowings and for equipping the new stores. **Office**—800 Broadway, Oakland, Calif. **Underwriter**—J. S. Strauss & Co., San Francisco, Calif. (managing).

• Simplex Wire & Cable Co.
Sept. 28, 1960 filed 118,000 shares of outstanding capital stock. **Price**—To be supplied by amendment. **Office**—Cambridge, Mass. **Underwriter**—Paine, Webber, Jackson & Curtis, New York City (managing). **Offering**—Expected sometime in November.

Solitron Devices, Inc.
Sept. 9, 1960 filed $400,000 of 6% subordinated convertible debentures, due 1967. **Price**—At par. **Business**—The company makes and sells solid state devices. **Proceeds**—For general corporate purposes. **Office**—67 South Lexington Ave., White Plains, N. Y. **Underwriter**—Casper Rogers & Co., New York City.

Southern Nevada Power Co. (10/25-26)
Aug. 26, 1960 filed $5,000,000 of first mortgage bonds, series E, due 1990. **Proceeds**—For construction and repayment of bank loans. **Office**—P. O. Box 230, Las Vegas, Nev. **Underwriter** — To be determined by competitive bidding. Probable bidders: Halsey, Stuart & Co., Inc.; White, Weld & Co.; Eastman Dillon, Union Securities & Co.; Kidder, Peabody & Co. **Bids**—Expected tentatively on Oct. 25.

Southwestern Capital Corp.
Sept. 30, 1960 filed 1,000,000 shares of common stock. **Price**—$3 per share. **Business**—A closed-end investment company. **Proceeds**—For investment purposes. **Office**—1326 Garnet Ave., San Diego, Calif. **Underwriter**—None.

Southwestern Oil Producers, Inc.
March 23 filed 700,000 shares of common stock. **Price**—$2 per share. **Proceeds**—For the drilling of three wells and the balance for working capital. **Office**—2720 West Mockingbird Lane, Dallas. **Underwriter** — Elmer K. Aagaard, 6 Salt Lake Stock Exchange Bldg., Salt Lake City, Utah.

Speedry Chemical Products Inc. (12/1)
Sept. 28, 1960 filed $2,000,000 of convertible subordinated debentures, due Nov. 30, 1975, and 60,000 shares of class A common stock (50c par). **Prices**—To be supplied by amendment. **Business**—The company makes special purpose inks and devices used in their application. **Proceeds**—For expansion, acquisitions, and the retirement of bank loans. **Office** — 91-31 121st St., Richmond Hill, Queens, L. I., N. Y. **Underwriter** — S. D. Fuller & Co., New York City (managing).

Spier Electronics, Inc.
Aug. 24, 1960 (letter of notification) 60,000 shares of common stock (par 10 cents). **Price**—$5 per share. **Business** — Manufacturers of electronic products. **Price** — $5 per share. **Proceeds** — For general corporate purposes. **Office**—1949-51 McDonald Ave., Brooklyn, N. Y. **Underwriter**—D'Amico & Co., Inc., 15 William St., New York, N. Y. **Offering**—Imminent.

• Stancil-Hoffman Corp. (10/27)
Sept. 30, 1960 filed 150,000 shares of capital stock. **Price**—$2 per share. **Business** — The research, development, manufacture, and sale of magnetic recording equipment. **Office** — 921 North Highland Ave., Hollywood, Calif. **Underwriter**—Pacific Coast Securities Co., San Francisco, Calif.

• Standard Instrument Corp. (10/24-28)
Aug. 26, 1960 (letter of notification) 50,000 shares of common stock (par 20 cents). **Price**—To be supplied by amendment. **Business**—Manufacturers of electrical devices. **Proceeds**—For general corporate purposes. **Office**—657 Broadway, New York 21, N. Y. **Underwriter** — Havener Securities Corp., New York, N. Y.

• Standard Pressed Steel Co. (10/24-28)
Sept. 27, 1960 filed 112,760 shares of outstanding common stock. **Price**—To be supplied by amendment. **Proceeds**—To selling stockholders. **Office**—Jenkintown, Pa. **Underwriter**—Kidder, Peabody & Co., New York City (managing).

Starfire Boat Corp.
Sept. 1, 1960 (letter of notification) 70,000 shares of common stock (par 10 cents). **Price**—$4.25 per share. **Proceeds**—For working capital. **Office**—809 Kennedy Bldg., Tulsa, Okla. **Underwriters**—Batten & Co., Washington, D. C. and F. R. Burns & Co., Oklahoma City, Okla.

Stephan Co.
Sept. 2, 1960 filed 150,000 shares of common stock (par 50 cents). **Price**—$4 per share. **Business**—The manufacture and sale of men's hair lotions, shampoos, after shave preparations, and toilet waters. **Proceeds**—$250,000 for advertising and sales promotion, primarily for new products with the balance for general corporate purposes. **Office**—Professional Bldg., Ft. Lauderdale, Fla. **Underwriter**—D. Gleich & Co., New York City. **Offering**—Expected sometime in October.

• Still-Man Manufacturing Corp. (10/24-28)
Aug. 22, 1960 filed 150,000 outstanding shares of class A stock (par 75 cents). **Price**—To be supplied by amendment. **Business** — The company makes heating elements for small appliances and components for major appliances, and related items. **Proceeds**— To selling stockholders. **Office**—429-33 East 164 St., New York City. **Underwriter**—Francis I. duPont & Co., New York City.

Stop & Shop, Inc. (11/15)
Sept. 23, 1960 filed 625,000 shares of outstanding $1 par common stock. **Price** — To be supplied by amendment. **Business** — The firm operates 118 self-service supermarkets in New England. **Proceeds**—To selling stockholders, the Rabb family. **Office**—393 D St., Boston, Mass. **Underwriters** — Lehman Brothers and Merrill Lynch, Pierce, Fenner & Smith Inc., both of New York City (managing).

Straus-Duparquet Inc.
Sept. 28, 1960 filed $1,000,000 of 7% convertible subordinated debentures, due 1975. **Price**—At par. **Office**—New York City. **Underwriter**—None; the offering will be made through officials and employees of the company.

Sulray, Inc. (10/24)
Sept. 20, 1960 (letter of notification) 100,000 shares of common stock (par 10 cents). **Price**—$3 per share. **Business**—Manufacturers of specialized drugs. **Proceeds**—For general corporate purposes. **Office**—273 Columbus Ave., Tuckahoe, N. Y. **Underwriters**—J. A. Winston & Co., Inc. and Netherlands Securities Co., Inc., New York, N. Y.

Summers Gyroscope Co.
Aug. 29, 1960 filed 6,403,215 shares of common stock, of which 5,702,878 shares are to be offered by Atlas Corp. to the holders of its outstanding common on the basis of one Summers share for each two Atlas shares held, and 700,337 shares to be offered by Mertronics Corp. to its stockholders on a share-for-share basis. **Price**—75 cents per share. **Purpose**—The purpose of the offering is to effect a divestiture by Atlas and Mertronics of their 71.1% interest in Summers in order to dispose of matters pending before the CAB. **Office**—2500 Broadway Ave., Santa Monica, Calif. **Underwriter**—None. **Offering**—Expected sometime in late October or early November.

Tech Laboratories, Inc.
Sept. 28, 1960 (letter of notification) 84,000 shares of common stock (par 10 cents). **Price**—$3 per share. **Business**—Manufacturers of precision instruments. **Proceeds**—For general corporate purposes. **Office**—Bergen & E. Edsall Blvds., Palisades Park, N. J. **Underwriters**—Carroll Co., and Dewey, Johnson & Co., New York, N. Y.

• Tech-Ohm Electronics, Inc.
June 29, 1960, (letter of notification) 100,000 shares of common stock (par 10 cents). **Price**—$3 per share. **Proceeds**—For general corporate purposes. **Office**—36-11 33rd Street, Long Island City, N. Y. **Underwriter** — Edward Lewis Co., Inc., New York, N. Y. **Note**—This issue was refiled on Sept. 6.

Techni Electronics, Inc. (10/17-21)
Aug. 10, 1960 (letter of notification) 112,500 shares of common stock (par 10c). **Price**—$2 per share. **Business**—The firm makes health and massage equipment, electric housewares, and medical electronic equipment. **Proceeds**—For expansion, working capital, and research and development expenditures. **Office**—71 Crawford St., Newark, N. J. **Underwriter** — United Planning Corp., 1180 Raymond Blvd., Newark, N. J.

• Technical Material Corp. (10/19)
Aug. 25, 1960 filed 120,000 shares of common stock (50 cents par), of which 50,000 shares are to be offered for the account of the issuing company and 70,000 shares, representing outstanding stock, are to be offered for the account of the present holders thereof. **Price** — To be supplied by amendment. **Business**—The company makes and sells hi-fi radio components and systems. **Proceeds**—The proceeds, estimated at $750,000, will be used for construction of a new plant, probably in Westchester County, N. Y., with the balance for working capital. **Office**—700 Fenimore Road, Mamaroneck, N. Y. **Underwriter** — Kidder, Peabody & Co., Inc., New York City (managing).

Telecolor
July 25, 1960 (letter of notification) 150,000 shares of common capital stock (par 25 cents) of which 100,000 shares are to be offered by officers. **Price**—$2 per share. **Proceeds**—To lease equipment and for working capital. **Office** — 7922 Melrose Ave., Hollywood, Calif. **Underwriter**—Raymond Moore & Co.. Los Angeles, Calif.

Telephone & Electronics Corp. (10/24-28)
Aug. 18, 1960 (letter of notification) 52,980 shares of common stock (par 25 cents). **Price**—$5 per share. **Proceeds**—For general corporate purposes. **Business**—Electronic communications equipment and automatic, loud-speaking telephone. **Office**—7 East 42nd St., New York 17, N. Y. **Underwriter**—Equity Securities Co., New York, N. Y.

Tele-Tronics Co. (10/24-11/5)
Aug. 10, 1960 (letter of notification) 100,000 shares of common stock (par 40 cents). **Price**—$3 per share. **Proceeds**—For plant expansion, additional machinery, acquisition of new facilities and working capital. **Office**—180 S. Main St., Ambler, Pa. **Underwriter**—Woodcock, Moyer, Fricke & French, Inc., Philadelphia, Pa.

Televiso Corp.
Sept. 16, 1960 (letter of notification) 75,000 shares of common stock (par 50 cents). **Price**—$4 per share. **Proceeds**—To acquire the business and all assets of Televiso Corp. **Address**—Wheeling, Ill. **Underwriter**—Kalman & Co., Inc., St. Paul, Minn.

• Telex Inc.
Sept. 27, 1960 filed 196,000 shares of common stock, of which 125,000 shares are to be offered to holders of the outstanding common on the basis of one new share for each five shares held. **Price**—To be supplied by amendment. **Proceeds**—For general corporate purposes, including the retirement of $1,100,000 in outstanding notes. **Office**—Minneapolis, Minn. **Underwriter** — Lee Higginson Corp., New York City (managing). **Offering**—Expected in mid-November.

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• Tenax, Inc. (10/17-21)
Aug. 16, 1960, filed $1,500,000 of 10-year 6% convertible subordinated debentures, due 1970. **Price** — 100% of principal amount. **Business**—The sale, stocking and financing of freezers. **Proceeds**—Repayment of short-term indebtedness and working capital. **Office**—575 Lexington Avenue, New York City. **Underwriter** — Myron A. Lomasney & Co., New York City.

• Terry Shops, Inc.
Sept. 29, 1960 (letter of notification) 60,000 shares of common stock (par 10 cents). **Price**—$5 per share. **Business**—Operators of a chain of retail stores for wearing apparel for women, misses and children. **Proceeds**—For general corporate purposes. **Office**—560 Belmont Ave., Newark, N. J. **Underwriter** — Whitmore, Bruce & Co., New York, N. Y.

★ Texas Butadiene & Chemical Corp.
Oct. 6, 1960 filed 635,800 shares of common stock, of which 296,000 will be offered publicly, 125,467 shares will be offered for the account of selling stockholders, and the balance will be issued in exchange for the issuer's outstanding preferred stock. **Price**—To be supplied by amendment. **Proceeds**—For working capital and general corporate purposes. **Office**—529 Fifth Avenue, New York City. **Underwriters**—Blyth & Co., Inc. and Lehman Brothers. **Offering**—Expected in mid-November.

Texas Research & Electronic Corp.
Oct. 3, 1960 filed 600,000 shares of common stock. **Price** —$1.15 per share. **Business**—Engaged in various phases of electronics. **Proceeds**—For acquisition of small businesses. **Office**—Meadows Bldg., Dallas, Tex. **Underwriter** —Naftalin & Co., Inc., Minneapolis, Minn.

Therm-Air Mfg. Co., Inc.
Sept. 13, 1960 filed 125,000 shares of common stock (par 10 cents). **Price**—$4 per share. **Business**—The company makes and sells temperature and humidity control equipment for military and commercial use. **Proceeds**—To pay loans, for research and development, and for working capital. **Office**—1000 North Division St., Peekskill, N. Y. **Underwriter**—G. Everett Parks & Co., Inc., New York City. **Offering**—Expected in late November.

Timely Clothes, Inc.
July 25, 1960 filed $840,000 of 6½% convertible subordinated debentures, due 1980, being offered to the holders of the outstanding common on the basis of $100 principal amount of debentures for each 16⅔ shares of common held of record Sept. 20 with rights to expire on Oct. 17 at 3:30 p.m., New York Time. **Price**—100%. **Business**—The firm makes and sells men's clothes, and operates, through two subsidiaries, 10 retail stores. **Proceeds**—To reduce indebtedness, with the balance for working capital. **Office**—1415 Clinton Ave. North, Rochester, N. Y. **Underwriter**—Cartwright & Parmelee, New York City (managing).

Tip Top Products Co.
Oct. 4, 1960 filed 60,000 shares of class A common stock. **Price**—To be supplied by amendment. **Address**—Omaha, Neb. **Underwriters**—J. Cliff Rahel & Co., Omaha, Neb. and First Trust Co. of Lincoln, Lincoln, Neb.

Transitron Electronics Corp. (10/25-28)
Sept. 9, 1960, filed 1,250,000 shares of outstanding common stock (par $1). **Price**—To be supplied by amendment. **Proceeds** — To selling stockholders. **Office** — 168 Albion St., Wakefield, Mass. **Underwriter** — Merrill Lynch, Pierce, Fenner & Smith Inc., New York City (managing).

Transitubes Electronics, Inc. (10/18)
Sept. 22, 1960 (letter of notification) 200,000 shares of common stock (par 10 cents). **Price**—$1 per share. **Proceeds**—To purchase a building, tools and other necessary equipment for operation and for working capital. **Office**—501 N. W. 54th St., Mimi, Fla. **Underwriter**—Blaha & Co., Inc., Long Island City, N. Y.

• Trout Mining Co.
Aug. 22, 1960 filed 296,579 shares of no par common stock (with warrants), to be offered to holders of the outstanding common on the basis of four new shares for each five shares held. **Price**—$1 per share. **Business**—The company is engaged in the mining of silver, lead, zinc, and manganese dioxide. **Proceeds**—For working capital, to repay a bank loan, and for exploration and development of ore bodies. **Office**—233 Broadway, New York City. **Underwriter**—None.

Ultra-Sonic Precision Co. Inc. (10/31-11/4)
Sept. 27, 1960 (letter of notification) 100,000 shares of common stock (par 10 cents). **Price**—$2 per share. **Business**—Manufacturers of precision carbon jigs for transistors and transistor components. **Proceeds** — For general corporate purposes. **Office**—236 Fourth Ave., Mt. Vernon, N. Y. **Underwriter** — Merritt, Vickers, Inc., New York, N. Y.

United Bowling Centers, Inc. (11/15)
Sept. 28, 1960 filed 200,000 shares of common stock (par $1). **Price**—To be supplied by amendment. **Proceeds**—For construction, equipment and acquisition of bowling centers. **Office** — 1055 W. Genesee St., Syracuse, N. Y. **Underwriters**—Emanuel, Deetjen & Co., and Hill, Darlington & Co., both of New York City (managing).

• United ElectroDynamics, Inc.
Aug. 22, 1960 filed 169,500 shares of common stock, of which 156,000 shares are to be offered for the account of the issuing company and 13,500 shares, representing outstanding stock, are to be offered for the account of the present holders thereof. **Price** — To be supplied by amendment. **Business**—The company is engaged primarily in the development and manufacture of electronic measurement instruments, and in nuclear detection work relating to the earth sciences. **Proceeds** — To liquidate $800,000 of bank indebtedness, with the balance for general funds. **Office**—200 Allendale Road, Pasadena, Calif. **Underwriter** — William R. Staats & Co., Los Angeles, Calif. (managing). **Offering**—Expected in October.

• United Gas Corp. (10/31)
Sept. 28, 1960 filed $30,000,000 of sinking fund debentures, due 1980, and $30,000,000 of first mortgage bonds. **Office**—1525 Fairfield Avenue, Shreveport, La. **Underwriter**—To be determined by competitive bidding. Probable bidders: Halsey, Stuart & Co. Inc.; First Boston Corp.; Harriman Ripley & Co., and Goldman, Sachs & Co. (jointly); White, Weld & Co. and Equitable Securities Corp. (jointly). **Bids**—Expected Oct. 31 in room 2033, 2 Rector St., New York City, up to 11:30 a.m. **Information Meeting**—Scheduled for Oct. 26 at 10:30 a.m., 2 Rector Street, New York City, Room 240.

United Industries Co., Inc.
Sept. 27, 1960 filed $500,000 of 6% convertible serial subordinated debentures. **Price**—At par. **Business**—The issuer's major activity is the warehousing of grain under contract to the U. S. Commodity Credit Corp. **Proceeds** —For expansion, working capital, and loans to subsidiaries. **Office**—1235 Shadowdale, Houston, Texas. **Underwriter**—Dempsey-Tegeler & Co., St. Louis, Mo. **Offering**—Expected in late October.

United Pacific Aluminum Corp.
Aug. 24, 1960 filed $7,750,000 of convertible subordinated debentures, due 1975. **Price**—To be supplied by amendment. **Proceeds**—Together with other funds, the proceeds will be used to pay for the erection of a primary aluminum reduction facility. **Office** — Los Angeles, Calif. **Underwriter**—Straus, Blosser & McDowell, Chicago, Ill. (managing).

Urban Development Corp.
Aug. 30, 1960 filed 300,000 shares of common stock (no par). **Price**—$10 per share. **Proceeds**—For general corporate purposes, including debt reduction. **Office**—Memphis, Tenn. **Underwriter** — Union Securities Investment Co., Memphis, Tenn.

Utah Gas Service Co.
Aug. 25, 1960 filed $800,000 of 6% first mortgage sinking fund bonds, due Oct. 1, 1975, of which $300,000 will be used for debentures refunding and $500,000 are to be publicly offered. **Price**—At par. **Proceeds**—$440,000 will be used to retire certain outstanding indebtedness. **Office** —511-12 Desert Bldg., Salt Lake City, Utah. **Underwriter** —The First Trust Co. of Lincoln, Nebr.

• Vacudyne Associates, Inc. (11/14-18)
Sept. 30, 1960 (letter of notification) 200,000 shares of common stock (par 10 cents). **Price**—$1 per share. **Business**—Distributors of radio and TV receiving tubes and owner of Transletesonic Inc. which manufactures electronic tubes. **Proceeds**—For general corporate purposes. **Office**—397 Seventh Ave., Brooklyn, N. Y. **Underwriters** —Kenneth Kass; H. S. Simmons & Co., Inc. and B. N. Rubin & Co., Inc., New York, N. Y.

Valdale Co., Inc. (10/19)
July 27, 1960 (letter of notification) 100,000 shares of common stock (par 10 cents). **Price**—$3 per share. **Proceeds** — To pay accounts payable, reduce a bank loan, advertising and for working capital. **Office**—Red Lion, Pa. **Underwriters**—B. N. Rubin & Co. and H. S. Simmons & Co. both of New York City.

★ Valumines, Inc.
Sept. 28, 1960 (letter of notification) 400,000 shares of common stock (par five cents). **Price** — 25 cents per share. **Proceeds**—For mining expenses. **Office**—646 N. Hawthorne, Tacoma, Wash. **Underwriter**—None.

Vector Industries, Inc.
Aug. 29, 1960 (letter of notification) 150,000 shares of common stock (par 10 cents). **Price**—$2 per share. **Proceeds**—To pay in full the remainder of such subscription to capital stock of International Data Systems, Inc. and to retire outstanding notes. **Office**—2321 Forest Lane, Garland, Tex. **Underwriter**—Hauser, Murdoch, Rippey & Co., Dallas, Tex. **Offering**—Imminent.

Vibration Mountings & Controls, Inc.
Sept. 29, 1960 filed 150,000 shares of common stock (par 10 cents). **Price**—$3.50 per share. **Proceeds**—For research and development; expansion; purchase of inventory; working capital and general corporate purposes. **Office**—98-25 50th Ave., Corona, L. I., N. Y. **Underwriter**—Michael G. Kletz & Co., Inc., New York, N. Y.

Virginia Capital Corp. (10/17-21)
Aug. 31, 1960 filed 60,000 shares of common stock. **Price** —To be supplied by amendment. **Business**—The company is licensed by the Small Business Administration to operate throughout Virginia under the Small Business Investment Act of 1958. **Proceeds**—To furnish capital, long-term loans, and consulting and advisory services to selected small business concerns. **Office** — 907 State-Planters Bank Bldg., Richmond, Va. **Underwriter** —J. C. Wheat & Co., Richmond, Va. (managing).

• Vogue Instrument Corp. (10/14)
Sept. 13, 1960 (letter of notification) 100,000 shares of common stock (par one cent). **Price**—$3 per share. **Business**—Manufacturers of precision metal and electronic products. **Proceeds** — For general corporate purposes. **Office**—381 Empire Boulevard, Brooklyn 25, N. Y. **Underwriter—S. S. Samet** & Co., Inc., 170 Broadway, New York, N. Y.

Weatherford, R. V., Co. (11/1)
Sept. 26, 1960 filed 180,000 shares of capital stock (no par), of which 90,000 shares are to be offered for the account of the issuing company and 90,000 shares, representing outstanding stock, are to be offered for the account of R. V. Weatherford, President. **Price**—To be supplied by amendment. **Business** — Distributes electronic parts and equipment, primarily in the 11 western states. **Proceeds** — For debt reduction, inventory, and accounts receivable. **Office**—6921 San Fernando Road, Glendale, Calif. **Underwriter**—Blyth & Co., Inc., New York City (managing).

• Webb (Del E.) Corp. (11/1-4)
Sept. 21, 1960 filed $8,000,000 of convertible subordinated debentures, due October 1975, 640,000 shares of common stock, and warrants for the purchase of 320,000 shares of such stock. These securities will be offered in units, each unit to consist of $50 principal amount of debentures, four common shares, and warrants for the purchase of two common shares. **Price**—To be supplied by amendment. **Business** — Real estate, construction, property and community development, and manufacturing. **Proceeds**—For property improvements. **Office**—302 South 23rd Ave., Phoenix, Ariz. **Underwriter**—Lehman Brothers, New York City (managing).

• Welded Tube Co. of America (10/25)
Aug. 31, 1960 filed 140,000 shares of class A common stock (par $1). **Price**—$6 per share. **Business**—The manufacture and sale of electrical resistance steel tubing. **Proceeds** — $100,000 will be applied to reduction of a $600,000 revolving bank credit, $200,000 for new equipment and machinery, and the balance for general corporate purposes, including working capital. **Office**—2001 S. Water St., Philadelphia, Pa. **Underwriter**—H. Hentz & Co., New York City (managing).

• Wenwood Organizations Inc. (10/18-19)
June 17, 1960 filed $550,000 of 7½% subordinated sinking fund debentures due August, 1970 (with common stock purchase warrants). **Price**—100% of principal amount. **Proceeds**—$100,000 will be used for payment of a bank loan incurred to help finance the disposal plant and an estimated additional $50,000 to complete the plant; $109,000 to retire 10% debentures issued in payment of certain obligations of the company for services rendered; $25,000 for a sales program in connection with the Florida homes; and the balance for working capital to finance the continued development of the residential community in Sarasota and the construction of homes in West Palm Beach, and the development of a shopping center in Selden, L. I. **Office**—526 North Washington Blvd., Sarasota, Fla. **Underwriter**—Michael G. Kletz & Co., Inc., New York.

Western Factors, Inc.
June 29, 1960, filed 700,000 shares of common stock. **Price** —$1.50 per share. **Proceeds**—To be used principally for the purchase of additional accounts receivable and also may be used to liquidate current and long-term liabilities. **Office** — 1201 Continental Bank Bldg., Salt Lake City, Utah. **Business**—Factoring. **Underwriter**—Elmer K. Aagaard, Newhouse Bldg., Salt Lake City, Utah.

★ Western Transistor Corp.
Sept. 27, 1960 (letter of notification) 100,000 shares of common stock (par 75 cents). **Price**—$3 per share. **Proceeds**—To retire a bank loan, research and development, additional machinery and equipment and for working capital. **Office**—13021 S. Budlong Ave., Gardena, Calif. **Underwriter**—Francis J. Mitchell, Newport Beach, Calif.

White Avionics Corp. (10/17-21)
Sept. 6, 1960 (letter of notification) 150,000 shares of common stock (par 10 cents). **Price**—$2 per share. **Business**—Manufacturers of missiles and aircraft instrumentation. **Proceeds**—For general corporate purposes. **Office** —Terminal Dr., Plainview, L. I., N. Y. **Underwriter**—Planned Investing Corp., New York, N. Y. **Note**—This is a refiling of an issue originally filed last June 6 and subsequently withdrawn.

• Whitmoyer Laboratories, Inc. (10/17)
Jan. 28 filed 85,000 shares of common stock and $500,000 of 6% subordinated debentures, due 1977, with warrants for the purchase of 10,000 additional common shares at $5 per share. **Price** — For the debentures, 100% of principal amount; for the 85,000 common shares, $6 per share. **Proceeds**—For general corporate purposes, including the reduction of indebtedness, sales promotion, and equipment. **Office**—Myerstown, Pa. **Underwriter**—Hallowell, Sulzberger, Jenks, Kirkland & Co., Philadelphia, Pa.

Willer Color Television System, Inc. (10/24-28)
Jan. 29 (letter of notification) 80,890 shares of common stock (par $1). **Price**—$3 per share. **Proceeds**—For general corporate purposes. **Office**—151 Odell Avenue, Yonkers, N. Y. **Underwriter**—Equity Securities Co., 39 Broadway, New York City.

• Williamsburg Greetings Corp.
Aug. 26, 1960 filed 180,000 shares of common stock (par 25 cents). **Price** — $6 per share. **Business**—The company and its subsidiaries are engaged chiefly in the dseign, production, and sale of greeting cards. **Proceeds** —About $400,000 will be applied to the reduction of factoring advances, with the balance to be added to working capital. **Office**—3280 Broadway, New York City. **Underwriters** — Standard Securities Corp., New York City, and Bruno-Lenchner, Inc., Pittsburgh, Pa., and Amos Treat & Co., Inc., New York City.

• Wisconsin Electric Power Co. (11/16)
Sept. 23, 1960 filed $30,000,000 of first mortgage bonds, series due 1990. **Proceeds**—For debt reduction and capital expenditures. **Office**—Milwaukee, Wis. **Underwriter**—To be determined by competitive bidding. Probable bidders: Halsey, Stuart & Co. Inc.; Merrill Lynch, Pierce, Fenner & Smith Inc., and Equitable Securities Corp. (jointly); Glore, Forgan & Co., Eastman Dillon, Union Securities & Co. and Harriman Ripley & Co., Inc. (jointly); The First Boston Corp., Lehman Brothers and Salomon Brothers & Hutzler (jointly); Blyth & Co. **Bids**—Expected to be received on Nov. 16 at 11:00 a.m.

WonderBowl, Inc.
April 14 filed 3,401,351 shares of common stock (par $2). **Price**—$2 per share. **Proceeds**—For purchase of certain property, for constructing a motel on said property and various leasehold improvements on the property. **Office**

—7805 Sunset Boulevard, Los Angeles, Calif. **Underwriter**—Standard Securities Corp., same address.

Wood-Mosaic Corp. (11/7-11)
Sept. 27, 1960 filed 30,000 shares of class A common stock. **Price**—To be supplied by amendment. **Proceeds**—For working capital of the issuer and its subsidiary, Wood-Mosaic Industries, with the balance for debt reduction. **Office**—Louisville, Ky. **Underwriters**—Crutenden, Podesta & Co., Chicago, Ill., and Berwyn T. Moore & Co., Inc., Louisville, Ky.

Yuscaran Mining Co.
May 6 filed 1,000,000 shares of common stock. **Price**— $1 per share. **Proceeds**—It is expected that some $100,000 will be used to purchase and install a mill for the processing of ore; $60,000 for rails, ties, rail cars and related equipment; $10,000 for rebuilding roads; $30,000 for transportation equipment; and $655,000 for working capital. **Office**—6815 Tordera St., Coral Gables, Fla. **Underwriter**—None. **Note**—The SEC has challenged the accuracy and adequacy of this statement. A hearing was scheduled for Aug. 29 at the request of the company counsel and the results have not as yet been announced.

• Zurn Industries, Inc.
Sept. 26, 1960 filed 200,000 shares of common stock ($1 par), of which 100,000 shares are to be offered for the account of the issuing company and 100,000 shares, representing outstanding stock, are to be offered for the account of the present holders thereof. **Price**—To be supplied by amendment. **Business** — The manufacture of mechanical power transmission equipment, fluid control devices, building plumbing drainage products and research and development of a synchro-gear assembly for atomic submarines. **Proceeds**—For new equipment, the repayment of loans, and working capital. **Office**—Erie, Pa. **Underwriter**—Lee Higginson Corp., New York City (managing). **Offering**—Expected in mid-November.

Prospective Offerings

Acme Steel Co.
Oct. 3, 1960 it was reported that the sale of $10,000,000 of preferred stock is planned by the company for sometime later in the year. **Proceeds**—For expansion and modernization. **Office**—135th St. & Perry Ave., Chicago, Ill.

Alberta Gas Trunk Line Co., Ltd.
Sept. 1, 1960 A. G. Bailey, President, announced that new financing, mostly in the form of first mortgage bonds, is expected early in 1961. **Office** — 502-2nd St., S. W., Calgary, Alberta, Canada.

Alexander's Department Stores, Inc.
July 6 it was reported that this Bronx (N. Y.)-based retail chain is contemplating an issue of common stock. No confirmation was available.

Alloys Unlimited
Sept. 12, 1960 it was reported that a registration of common stock is expected. **Office**—21-09 43rd Ave., Long Island City, L. I., N. Y. **Underwriters**—C. E. Unterberg, Towbin Co. and Newburger, Loeb & Co., both of New York City.

Americana Properties, Inc.
Sept. 12, 1960 it was reported that October registration is expected of $600,000 of common stock. The company is in the real estate and bowling center business, and owns three bowling centers. **Proceeds**—For general corporate purposes. **Office**—Oakdale, L. I., N. Y. **Underwriter**—Plymouth Securities Corp., 92 Liberty St., New York 6, N. Y.

Arkansas Power & Light Co.
Sept. 20, 1960 it was announced that this subsidiary of Middle South Utilities, Inc. might issue $15,000,000 of first mortgage bonds sometime in the first quarter of 1961. **Underwriter** — To be determined by competitive bidding. Probable bidders: Halsey, Stuart & Co. Inc.; Eastman Dillon, Union Securities & Co. and Equitable Securities Corp. (jointly); Blyth & Co. and Dean Witter & Co. (jointly); Lehman Brothers, Stone & Webster Securities Corp. and White, Weld & Co. (jointly); Merrill Lynch, Pierce, Fenner & Smith Inc.

Atlantic Transistor Corp.
Sept. 12, 1960 the company reported that it is contemplating filing its first public offering, consisting of a letter of notification covering an undetermined number of shares of its $1 par common stock. **Business** — The company makes and sells a "water - tight, unbreakable" marine radio known as the "Marlin 200." **Proceeds**—For the development of the "Marlin 300," which is to be a similarly constructed radio with a ship-to-shore band. **Office**—63-65 Mt. Pleasant Ave., Newark, N. J. **Underwriter**—Mr. Roth, Comptroller, states that he is actively seeking an underwriter to handle the offering. **Note**—The issuing company is a wholly-owned subsidiary of Auto-Temp Inc.

• Automation Development, Inc.
Sept. 20, 1960 it was reported that a "Reg. A" filing, comprising this firm's first public offering is expected. **Note** — This firm was formerly carried in this column under the heading "Automation for Industry, Inc." **Proceeds**—For further development of the "Skyjector." **Office**—342 Madison Ave., New York City. **Underwriter**—Ross, Riemer, Collins & Co., Inc., 44 Beaver St., New York City.

Automation Labs Inc.
Sept. 14, 1960 it was reported that a "Reg A" filing is expected. **Business** — Electronics. **Office** — Westbury, L. I., N. Y. **Underwriters** — Sandkuhl and Company, Newark, N. J., and New York City, and J. I. Magaril & Co., New York City.

Baltimore Gas & Electric Co.
Oct. 3, 1960 it was reported that the utility expects to sell additional securities sometime during the first half of 1961, but no decision has been made as to type. **Office**—Lexington Building, Baltimore, Md.

Bekins Van & Storage Co.
July 6 it was reported that this company is contemplating a common stock issue. **Office** — 1335 So. Figuroa Street, Los Angeles 15, Calif.

Brooklyn Eagle Inc.
Oct. 5, 1960 it was reported that 70,000 shares of common stock will be filed. **Underwriter**—R. F. Dowd & Co., Inc., New York, N. Y.

Brooklyn Union Gas Co.
Sept. 21, 1960 G. C. Griswold, Vice-President and Treasurer, announced that there will be no further financing in 1960 but that $25,000,000 to $30,000,000 of mortgage bonds or preferred stock are expected in late 1961 or early 1962. **Office**—176 Remsen St., Brooklyn 1, N. Y.

California Asbestos Corp.
Sept. 28, 1960 it was reported that discussion is under way concerning an offering of about $300,000 of common stock. It has not yet been determined whether this will be a full filing or a "Reg. A." **Business**—The company, which is not as yet in operation but which has pilot plants, will mine and mill asbestos. **Proceeds**—To set up actual operations. **Address**—The company is near Fresno, Calif. **Underwriter**—R. E. Bernhard & Co., Beverly Hills, Calif.

Carbonic Equipment Corp.
Oct. 5, 1960 it was reported that a full filing of about $300,000 of units, consisting of common stock, bonds and warrants will be made sometime in November. **Proceeds**—For expansion of the business. **Office**—97-02 Jamaica Ave., Woodhaven, N. Y. **Underwriter**—R. F. Dowd & Co. Inc.

Casavan Industries
Sept. 21, 1960 it was reported by Mr. Casavena, President, that registration is expected of approximately $20,000,000 of common stock. **Business** — The company makes polystyrene and polyurethane for insulation and processes marble for construction. **Proceeds**—For expansion to meet $10,000,000 backlog. **Office**—250 Vreeland Ave., Paterson, N. J. **Underwriter**—To be named.

Central Maine Power Co.
Sept. 30, 1960, company President W. F. Wyman stated that the company is contemplating financing which is expected to take the form of part bonds and part stock to aggregate a total of $12,000,000 to $14,000,000. **Proceeds** — To retire bank loans. **Office** — 9 Green Street, Augusta, Maine. **Underwriters**—Harriman Ripley & Co.; First Boston Corp., both of New York, and Coffin & Burr, Boston, Mass.

★ Chesapeake & Ohio Ry. (10/19)
Oct. 11, 1960 it was reported that $3,750,000 of equipment trust certificates will be sold. **Underwriter**—To be determined by competitive bidding. Probable bidders: Halsey, Stuart & Co. Inc. and Salomon Bros. & Hutzler. **Bids**—Tentatively expected on Oct. 19.

Circle Controls Corp.
Aug. 20, 1960 it was reported that a letter of notification is expected covering 75,000 shares of common stock. **Proceeds** — For general corporate purposes, including expansion and the establishment of sales organizations. **Office**—Vineland, N. J. **Underwriter**—L. C. Wegard & Co., Levittown, N. J.

Citizens & Southern Small Business Investment Co.
Aug. 5, 1960 it was reported that the company is now contemplating a public offering of its securities, possibly $1½ million of common stock. **Office**—Atlanta, Ga.

Coca-Cola Co.
Sept. 22, 1960 it was announced that under the terms of the proposed acquisition of Minute Maid Corp. this company would issue about 906,400 shares of its common stock, each share of which will be exchanged for 2.2 Minute Maid shares. **Office**—Atlanta, Ga.

Colorado Interstate Gas Co.
July 28, 1960 the company reported that debt financing of $70,000,000 is contemplated. Precise timing depends on final FPC approval. **Office**—Colorado Springs, Colo.

Columbus & Southern Ohio Electric Co.
Sept. 22, 1960 it was reported the company will sell some additional common stock sometime in 1960. **Proceeds**—For expansion purposes. **Office**—215 N. Front St., Columbus 15, Ohio.

Consolidated Edison Co. of New York, Inc. (11/22)
Sept. 8, 1960, the company announced that its application to the New York State Public Service Commission for permission to raise $75,000,000 through the sale of first and refunding mortgage bonds is expected sometime in October. **Proceeds**—For expansion. **Underwriter**—To be determined by competitive bidding. Probable bidders: Halsey, Stuart & Co. Inc.; Morgan Stanley & Co.; First Boston Corp. **Bids**—Expcted Nov. 22. **Information Meeting**—Scheduled for Nov. 16 at 10:00 a.m. at the company's office, 4 Irving Place, New York City.

Consumers Power Co. (12/12)
Sept. 14, 1960 it was reported that the company proposes to issue and sell first mortgage bonds in the amount of $35,000,000 maturing not earlier than 1990 for the best price obtainable but not less favorable to the company than a 5¼% basis. **Proceeds**—To be used to finance the continuing expansion and improvement of the company's electric and gas service facilities in a 65-county area outside of Greater Detroit. **Underwriter**—To be determined by competitive bidding. Probable bidders: For bonds—Halsey, Stuart & Co. Inc.; White, Weld & Co., and Shields & Co. (jointly); Morgan Stanley & Co.; The First Boston Corp., and Harriman Ripley & Co., Inc. **Bids**—Expected to be received on Dec. 12 up to 11:30 a.m. **Information Meeting**—Scheduled for Dec. 9 at 11:00 a.m., Bankers Trust Co., 16 Wall St., New York City, 12th fl.

Dallas Power & Light Co.
Sept. 14, 1960 it was stated by the company's president that there may possibly be some new financing during 1961, with no indication as to type and amount. **Office**—1506 Commerce Street, Dallas, Texas. **Underwriter**—To be determined by competitive bidding. Probable bidders: To be named.

Dodge Wire Manufacturing Corp.
Sept. 12, 1960 it was reported that October registration is expected of $600,000 of common stock. **Proceeds**—For general corporate purposes. **Office** — Covington, Ga. **Underwriter**—Plymouth Securities Corp., 92 Liberty St., New York 6, N. Y.

Dynacolor Corp.
Aug. 22, 1960 it was reported that new financing will take place in November or December. **Office**—1999 Mt. Read Blvd., Rochester, N. Y. **Underwriter**—The company's initial financing was handled by Lee Higginson Corp., New York City.

Dynamic Center Engineering Co., Inc.
Oct. 3, 1960 it was reported that the company plans a full filing of its $1 par common stock for sometime in November. **Proceeds**—To promote the sale of new products, purchase new equipment, and for working capital. **Office**—Norcross, Ga. **Underwriter**—To be named.

Dynamic Instrument Corp.
Oct. 5, 1960 it was reported that a full filing of approximately $300,000 of bonds, common stock and warrants is expected. **Proceeds**—For expansion and the manufacture of a new product. **Office**—Westbury, L. I. **Underwriter**—R. F. Dowd & Co. Inc.

Florida Power & Light Co.
June 1 it was announced that the company anticipates further financing in the fall of 1960 approximating $25,000,000 of an as yet undetermined type of security, and estimates that in 1961 it will require approximately $50,000,000 of new money. This company on May 31 floated a 400,000 common share offering through Merrill Lynch, Pierce, Fenner & Smith Inc. and associates at a price of $59.125 per share.

Ford Motor Credit Co.
March 28 it was reported that this company is developing plans for borrowing operations, which may include the issuance of debt securities, and possibly occur later this year. **Office**—Detroit, Mich.

Foxboro Co.
Oct. 5, 1960 it was reported that approximately 200,000 shares of common stock will be filed. **Office**—Foxboro, Mass. **Underwriter** — Paine, Webber, Jackson & Curtis, Boston, Mass. and New York, N. Y.

General Resistance, Inc.
Sept. 19, 1960 it was reported that the company will file a letter of notification, comprising its first public offering, in late December or early January. **Office** — 430 Southern Blvd., Bronx, N. Y.

Georgia Bonded Fibers, Inc.
Sept. 14, 1960 it was reported that October registration of 150,000 shares of common stock is expected. **Offices**—Newark, N. J., and Buena, Vista, Va. **Underwriter**—Sandkuhl and Company, Newark, N. J., and N. Y. City.

Goshen Farms Inc.
Oct. 5, 1960 it was reported that 100,000 shares of the company's common stock will be filed. **Proceeds**—For breeding trotting horses. **Office**—Goshen, N. Y. **Underwriter**—R. F. Dowd & Co. Inc.

Hawaiian Electric Co.
July 25, 1960 it was reported that this utility contemplates the issuance of 250,000 shares of $20 par preferred stock ($5,000,000), perhaps to occur sometime this fall. **Office**—Honolulu, Hawaii.

Hemingway Brothers Interstate Trucking Co.
Sept. 16, 1960 the ICC granted the firm permission to issue $1,000,000 of 10-year registered 6% subordinated debentures. **Business**—The firm is a common carrier by motor vehicle operating in nine Eastern states. **Proceeds**—For debt reduction and additional equipment. **Office**—New Bedford, Mass. **Underwriter**—None.

Houston Lighting & Power Co.
March 22 it was announced in the company's annual report that it anticipates approximately $35 million in new money will be required in 1960 to support the year's construction program, and to repay outstanding bank loans. Studies to determine the nature and timing of the issuance of additional securities are presently under way. Last August's offering of $25,000,000 of 4⅞% first mortgage bonds was headed by Lehman Brothers, Eastman Dillon, Union Securities & Co. and Salomon Bros. & Hutzler. **Office** — Electric Building, Houston, Texas.

Indianapolis Power & Light Co.
According to a prospectus filed with the SEC on Aug. 25, the company plans the sale of about $14,000,000 of

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additional securities in 1963. **Office** — 25 Monument Circle, Indianapolis, Ind.

Industrial Gauge & Instrument Co.
Oct. 5, 1960 it was reported that 100,000 shares of common stock will be filed. **Proceeds** — Expansion of the business, and for the manufacture of a new product by a subsidiary. **Office**—1947 Broadway, Bronx, N. Y. **Underwriter**—R. F. Dowd & Co. Inc.

Iowa-Illinois Gas & Electric Co.
June 23, 1960, it was announced that the company's sale of $15,000,000 of first mortgage bonds in April of this year will carry it through the better part of 1960. The company plans some bank borrowing before the end of the year and expects to be in market again sometime in 1961, probably also for senior debt securities.

Iowa Power & Light Co.
Oct. 5, 1960 it was reported that the board of directors had approved a $15,000,000 financing plan, to consist of $10,000,000 of first mortgage bonds and additional common stock. **Proceeds** — For the acquisition of property and the retirement of short-term loans. **Office** — Des Moines, Iowa.

Laclede Gas Co.
May 10 it was announced that in addition to the $15,000,000 of new capital provided by the July bond-equity financing, $33,000,000 will come from later sale of securities other than common stock and from retained earnings.

Lone Star Gas Co.
Aug. 3, 1960, it was reported that about $37,000,000 will be raised to cover capital requirements over the next year. **Office**—301 So. Harwood Street, Dallas 1, Texas.

Loral Electronics Corp.
Sept. 1, 1960 it was reported that November registration is expected of up to $5,000,000 of convertible debentures. **Office**—New York 72, N. Y. **Underwriters**—Kidder, Peabody & Co. and Model, Roland & Stone, both of New York City. **Offering**—Expected in December.

Louisville & Nashville RR. (10/17)
Sept. 21, 1960 it was announced that $4,125,000 of equipment trust certificates will be sold. **Underwriter**—To be determined by competitive bidding. Probable bidders: Halsey, Stuart & Co. Inc.; Salomon Bros. & Hutzler. **Bids**—Expected before noon, EST, on Oct. 17.

Martin Paints & Wallpapers
Aug. 29, 1960 it was announced that registration is expected of the company's first public offering, which is expected to consist of about $650,000 of convertible debentures and about $100,000 of common stock. **Proceeds**—For expansion, including a new warehouse and additional stores. **Office**—153-22 Jamaica Ave., Jamaica, L. I., N. Y. **Underwriter** — Hill, Thompson & Co., Inc., New York City, N. Y.

• Meadow Brook National Bank
Oct. 5, 1960 it was announced that the bank is offering to its shareholders the right to subscribe for 462,564 shares of additional common stock on the basis of one new share for each 4½ shares held of record Oct. 11, with rights to expire on Oct. 27. **Price**—$21.50 per share. **Proceeds**—To supply cash for the merger with Colonial Trust Co. **Office**—West Hempstead, L. I., N. Y. **Underwriters**—Lee Higginson Corp. and Lehman Brothers.

★ National Aeronautical Corp.
Oct. 11, 1960 it was reported that a full filing of common stock is in preparation, part of which will be for the account of the issuer and part for selling stockholders. **Office**—Ft. Washington, Pa. **Underwriters**—White, Weld & Co., of New York City; Yarnall, Biddle & Co. and Stroud & Co., Inc., both of Philadelphia, Pa. (all jointly).

New Jersey Bell Telephone Co. (11/15)
Sept. 1, 1960 approval was obtained from the New Jersey Board of Public Utility Commissioners for the sale of $20,000,000 of 40-year debentures. **Proceeds**—To reduce indebtedness and to supply funds for capital expenditures, which are expected to reach a record high of $105,000,000 in 1960. **Office**—Newark, N. J. **Underwriter**—To be determined by competitive bidding. Probable bidders: Halsey, Stuart & Co. Inc.; White, Weld & Co. and Shields & Co. (jointly); Morgan Stanley & Co.; First Boston Corp. **Bids**—Expected Nov. 15.

Northern Fibre Glass Co.
Sept. 28, 1960 it was reported that this company is planning to issue 100,000 shares of $1 par common stock under a letter of notification. **Office**—St. Paul, Minn. **Underwriter**—Irving J. Rice & Co., St. Paul, Minn.

Northern Natural Gas Co.
Oct. 3, 1960 it was reported that an issue of $20,000,000 of sinking fund debentures is planned for the early part of December. **Office**—2223 Dodge St., Omaha, Neb. **Underwriter**—Blyth & Co., New York City.

Northern States Power Co. (Minn.) (12/6)
May 11 it was reported that the company plans the issuance and sale of $35,000,000 of 30-year first mortgage bonds. **Underwriter**—To be determined by competitive bidding. Probable bidders: Halsey, Stuart & Co., Inc.; Merrill Lynch, Pierce, Fenner & Smith Inc., Kidder, Peabody & Co. and White, Weld & Co. (jointly); The First Boston Corp. and Blyth & Co., Inc. (jointly); Lehman Brothers and Riter & Co. (jointly); Equitable Securities Corp. and Eastman Dillon, Union Securities & Co. (jointly). **Bids**—Expected to be received by Dec. 6.

One Maiden Lane Fund, Inc.
Aug. 29, 1960 it was reported that registration is expected sometime in October of 300,000 shares of common stock. **Business**—This is a new mutual fund. **Proceeds**—For investment, mainly in listed convertible debentures and U. S. Treasury Bonds. **Office**—1 Maiden Lane, New York 38, N. Y. **Underwriter**—G. F. Nicholls Inc., 1 Maiden Lane, New York 38, N. Y.

Otter Tail Power Co.
July 27, 1960, Albert V. Hartl, executive Vice-President of this utility told this newspaper that an issue of $6,000,000 of first mortgage bonds is contemplated, although "plans for implementation of this project during 1960 are as yet indefinite, and there is a distinct possibility that it might be postponed to 1961." **Office**—Fergus Falls, Minn.

Pacific Gas Transmission Co.
Sept. 23, 1960 it was reported that in addition to the common stock offering filed Sept. 20 (see "Securities In Registration"), this subsidiary of Pacific Gas & Electric Co. plans to sell $99,000,000 of first mortgage bonds and $13,300,000 of convertible debentures. **Office**—San Francisco, Calif. **Underwriter**—Blyth & Co., Inc., New York City (managing).

Panhandle Eastern Pipe Line Co.
Sept. 28, 1960 it was reported that $65,000,000 of debentures are expected to be offered in the second quarter of 1961. **Office**—120 Broadway, New York City. **Underwriters**—Merrill Lynch, Pierce, Fenner & Smith Inc., and Kidder, Peabody & Co., both of New York City (managing.)

Peerless Mortgage Co.
Sept. 21, 1960 it was reported that this company is preparing a "Reg. A" filing. **Proceeds**—To increase buying power for purchase of first and second mortgages. **Office**—Denver, Colo. **Underwriter** — Copley & Co., Colorado Springs, Colo.

Philadelphia Aquarium Co.
June 15, 1960, it was reported that the company plans to sell about $2,000,000 of debentures and common stock to finance an aquarium in Fairmont Park, Philadelphia which would be city-owned and company-operated under a lease. **Underwriter**—Stroud & Co., Inc. of Philadelphia, Pa. and New York.

Potomac Electric Power Co.
March 21 it was stated in the company's annual report it is anticipated that their 1960 construction program will amount to $39 million and there will be further financing of about $15 million of an as yet undetermined type. **Underwriter**—To be determined by competitive bidding. Probable bidders: Halsey, Stuart & Co., Inc.; First Boston Corp.; Dillon, Read & Co. and Johnston, Lemon & Co. (jointly); Kidder, Peabody & Co. and Merrill Lynch, Pierce, Fenner & Smith (jointly); Lehman Brothers and Eastman Dillon & Union Securities & Co. and Stone & Webster Securities Corp. (jointly).

• Public Service Electric & Gas Co. (12/13)
Oct. 10, 1960 it was reported that the company plans the sale of $25,000,000 of additional preferred stock on a negotiated basis. **Underwriter** — Merrill, Lynch, Pierce, Fenner & Smith, Inc.

★ Richards Aircraft Supply Co., Inc.
Oct. 10, 1960 it was reported that a "Reg. A" filing of the company's common stock is expected. **Proceeds**—For expansion and working capital. **Office**—Ft. Lauderdale, Fla. **Underwriter**—Blaha & Co., Inc., Long Island City, N. Y.

Ritter Co., Inc.
July 6 it was reported that this company plans to consolidate some $2,500,000 of funded debt, possibly through a private placement, pursuant to which a bond issue may be expected. **Underwriter**—Lehman Brothers, New York City.

Rochester Gas & Electric Corp.
Aug. 1, 1960 it was reported that $15,000,000 of debt financing is expected in the spring of 1961, perhaps in March. **Underwriter**—To be determined by competitive bidding. Probable bidders: Halsey, Stuart & Co. Inc.; Kidder, Peabody & Co., White, Weld & Co. and Shields & Co. (jointly); Kuhn, Loeb & Co.; Salomon Bros. & Hutzler, Eastman Dillon, Union Securities & Co., and Equitable Securities Corp. (jointly); Blyth & Co., Inc.; The First Boston Corp.

Rudd-Melikian, Inc.
Sept. 28, 1960 it was reported by J. C. Barr, a corporate officer, to this paper that new financing is being discussed. No details are available. **Office**—Hatboro, Pa.

(Jos.) Schlitz & Co.
March 11 it was reported that a secondary offering might be made. **Underwriters** — Merrill Lynch, Pierce, Fenner & Smith Inc. and Harriman Ripley & Co. Inc., both of New York City.

Shatterproof Glass Corp.
Sept. 21, 1960 it was reported that 50,000 shares of common stock and 100,000 shares of class B convertible preferred stock will be registered. **Office**—4815 Cabot Ave., Detroit 10, Mich. **Underwriters**—Straus, Blosser & McDowell, Chicago, Ill., and Dempsey-Tegeler Co., St. Louis, Mo.

Southern Bell Telephone & Telegraph Co. (12/5)
Sept. 26, 1960 the company authorized the issuance of $75,000,000 of debentures to be dated Dec. 1, 1960. **Proceeds** — For construction. **Office** — Atlanta, Ga. **Underwriter**—To be determined by competitive bidding. Probable bidders: Halsey, Stuart & Co. Inc.; Morgan Stanley & Co., both of New York City. **Registration**—SEC registration is expected in November. **Bids**—Expected on or about Dec. 5.

Southern Railway Co.
Sept. 21, 1960 it was announced that a Halsey, Stuart & Co. Inc., group expects to bid on $25,000,000 of the road's bonds. No other details are available.

Southwestern Public Service Co.
Aug. 9, 1960, it was reported that in February, 1961, the company expects to offer about $15,000,000 in bonds and about $3,000,000 in preferred stock, and that about one year thereafter a one-for-twenty common stock rights offering is planned, with the new shares priced about 6½% below the then existing market price of the common. **Office**—720 Mercantile Dallas Building, Dallas 1, Texas. **Underwriter**—Dillon, Read & Co., Inc.

Storer Broadcasting Co.
Sept. 28, 1960 it was reported that a secondary offering is being planned. **Office**—Miami Beach, Fla. **Underwriter**—Reynolds & Co., New York City.

Thermadyne
Aug. 20, 1960 it was announced that a letter of notification is expected covering 75,000 shares of common stock. **Business**—The company makes and distributes plastics and resins for the missile, electronic, and boating industries. **Office**—Hialeah, Fla. **Underwriter**—L. C. Wegard & Co., Levittown, N. J.

• Trans World Airlines, Inc.
Oct. 10, 1960 it was announced that financing needs have been scaled down to $318,000 from the original figures of $340,000, with $168,000 to be loaned to T.W.A. by banks, insurance companies and other lenders, $50,000,000 to be drawn from internal sources, and $100,000 from the proposed sale of subordinated income debentures with stock purchase warrants to T.W.A. stockholders. **Proceeds**—To give T.W.A. direct ownership of a jet transport fleet. **Office**—10 Richards Road, Kansas City 5, Mo. **Underwriters** — Lazard Freres & Co., Lehman Brothers and Dillon, Read & Co., Inc.

Trunkline Gas Co.
Sept. 28, 1960 it was reported that approximately $15,000,000 of bonds and $5,000,000 of preferred stock are expected to be offered in the second quarter of 1961. **Office**—120 Broadway, New York City. **Underwriters**—Merrill Lynch, Pierce, Fenner & Smith Inc., and Kidder, Peabody & Co., both of New York City (managing).

United Air Lines, Inc.
Sept. 23, 1960 it was reported that an issue of convertible debentures is being considered. **Office**—5959 South Cicero, Avenue, Chicago, Ill. **Underwriter**—Harriman Ripley & Co., New York City.

★ United International Ltd.
Oct. 10, 1960 it was reported that a minimum of 1,000,000 shares of the fund will be filed. **Business**—A new open-end fund organized in Bermuda, which will be part of the United Funds group. **Underwriters**—Kidder, Peabody & Co., Bache & Co. and Francis I. du Pont & Co. (jointly).

★ United States Shell Homes, Inc.
Oct. 10, 1960 it was reported that $3,000,000 units type of filing is in preparation, probably to consist of debentures, warrants and common stock. **Office**—Jacksonville, Fla. **Underwriter**—Hayden, Stone & Co. (managing).

Virginia Electric & Power Co.
Sept. 8, 1960 it was reported that the company will need $30,000,000 to $35,000,000 from outside sources in 1961, and expects to come to the market for it in March or June. The precise form of financing will depend upon market conditions. **Office**—Richmond 9, Va. **Underwriter**—To be determined by competitive bidding. Probable bidders: Halsey, Stuart & Co. Inc.; Stone & Webster Securities Corp.; Eastman Dillon, Union Securities & Co.; Salomon Bros. & Hutzler; Goldman, Sachs & Co.

Waldbaum, Inc.
May 11 it was reported that public financing is being contemplated by this supermarket chain. No confirmation was obtainable. **Office**—2300 Linden Blvd., Brooklyn, New York.

Waldorf Auto Leasing Inc.
Sept. 14, 1960 it was reported that a "Reg A" filing is expected. **Office**—2015 Coney Island Avenue, Brooklyn, N. Y. **Underwriters**—J. I. Magaril & Co., New York City and Sandkuhl and Company, Newark, N. J., and New York City.

West Ohio Gas Co.
June 24, 1960, it was announced that the company anticipates, that in order to carry out its 1960 construction program it will consummate long-term financing during the year to provide additional funds in the approximate sum of $400,000.

★ Westminster Fund
Oct. 10, 1960 it was reported that an undetermined number of shares of the fund will be filed for public offering in exchange for securities held by individuals. **Business**—A new fund to be managed by Hugh W. Long & Co. **Dealer-Manager**—Kidder, Peabody & Co.

Whippany Paper Board Co.
July 19, 1960, it was reported that this New Jersey company plans to register an issue of common stock. **Underwriter**—Van Alstyne, Noel & Co., New York City.

Winona Wood Products Co.
Aug. 24, 1960, it was reported that a full filing of class A common stock is contemplated. **Business**—The company makes wood cabinets for household and industrial use. **Office**—Winona, N. J. **Underwriter**—Metropolitan Securities Inc., Philadelphia, Pa. **Registration**—Expected in late October.

Winter Park Telephone Co.
May 10 it was announced that this company, during the first quarter of 1961, will issue and sell approximately 30,000 additional shares of its common stock. This stock will be offered on a rights basis to existing stockholders and may or may not be underwritten by one or more securities brokers. Future plans also include the sale of $2,000,000 of bonds in the second quarter of 1961. **Office**—132 East New England Ave., Winter Park, Fla.

Businessman's BOOKSHELF

Annual Reports and the Corporate Character — Professor J. Harold Janis—Lind Brothers, 121 Varick Street, New York 13, N. Y. (Copies on request).

Antitrust Laws of the U. S. A.: A Study of Competition Enforced by Law — A. D. Neale — Cambridge University Press, 32 East 57th St., New York 22, N. Y. (cloth), $7.50.

Any Means to Achieve Our Ends: Understanding Communism — Peter Richards — Employee Relations, Inc., 32 North Bayles Ave., Port Washington, N. Y. (paper), 25 cents.

Area Guide to Industry Employment Statistics—New Guide Listing for Some 225 Industries—U. S. Department of Labor, Bureau of Labor Statistics, 341 Ninth Ave., New York 1, N. Y. (on request).

Challenges to Arbitration: Proceedings of the Thirteenth Annual Meeting of the National Academy of Arbitrators—Edited by Jean T. McKelvey — Bureau of National Affairs, Inc., 1231 Twenty-fourth St., N. W., Washington 7, D. C.

Changing Patterns of Industrial Conflict—Arthur M. Ross—Institute of Industrial Relations, University of California, 201 California Hall, Berkeley 4, Calif. (paper), single copies on request; additional copies, 20¢ each.

Foreign Participation in Indian Industry — In the Fall 1960 issue of India Trade Bulletin — Consulate General of India, 2 East 64th St., New York 21, N. Y.

Freeman, October 1959—Containing articles on Private Affluence and Public Poverty; American Predicament etc.—Foundation for Economic Education, Irvington-on-Hudson, N. Y. (paper), 50¢.

Getting and Holding Your Executive Position—Leon Davis Eldot — Prentice-Hall, Inc., Englewood Cliffs, N. J.

Governmental Finances in 1959—Bureau of the Census, U. S. Department of Commerce, Washington 25, D. C. (paper), 50¢.

Health Insurance Books — 1960 Edition of a list of worthwhile Health Insurance Books—Health Insurance Institute, 488 Madison Ave., New York 22, N. Y. (paper).

Health Insurance Institute — National Intercollegiate Debate on Compulsory Health Insurance—5-page suggested reference list and several publications—Institute of Life Insurance, 488 Madison Ave., New York 22, N. Y. (on request).

International Bank for Reconstruction and Development (World Bank) — 15th annual report — International Bank for Reconstruction and Development, 1818 H St., N. W., Washington 25, D. C. (paper).

International Finance Corporation —Fourth annual report—International Finance Corporation, 1818 H St., N. W., Washington 25, D. C. (paper).

International Monetary Fund — Annual report — International Monetary Fund, Washington, D. C. (paper).

Law and United States Business in Canada — Kingman Brewster, Jr. — National Planning Association, 1606 New Hampshire Ave., N. W., Washington 9, D. C. (paper), $1.00.

Local Planning and Zoning — Handbook of community planning methods and procedures — New York State Department of Commerce, 112 State St., Albany, N. Y. (on request).

Loeb's Checklist for Buying Stocks —Gerald M. Loeb — Simon and Schuster, 630 Fifth Avenue, New York 20, N. Y. (paper), $2.00

Real Estate Investment Trusts: New Income Tax Treatment — Commerce Clearing House, Inc., 4025 West Peterson Ave., Chicago 46, Ill. (paper), $1.00.

South Asia Where Russia and China Meet—Bureau of Business and Economic Research, University of Maryland, College Park, Md. (paper).

Soviet Statistics of Physical Output of Industrial Commodities: Their Compilation and Quality—Gregory Grossman — Princeton University Press, Princeton, N. J. (cloth), $4.50.

Stockholder and Employee Profit Sharing—I—In Large Department Store Chains—Profit Sharing Research Foundation, 1718 Sherman Ave., Evanston, Ill. (paper), $3.00.

Dolomite Glass Securities Sold

On Oct. 12, Dolomite Glass Fibres, Inc. offered without underwriting 200,000 shares of $10 par cumulative convertible 7% preferred stock at par; 200,000 shares of 20 cent par class A common stock (voting) at $1 per share, and 1,000,000 shares of 20 cent par common stock (non-voting) at $1 per share.

The company was incorporated in New York State on March 10, 1960 to engage principally in the manufacture, sale and distribution of its glass fibre insulations and glass fibre threads, mats and rovings, for reinforced plastics and their related products. Its main offices are located at 1037 Jay St., Rochester, N. Y.

Of the net proceeds, approximately $750,000 will be used for production machinery and expansion of facilities, and the balance for working capital, research and product development.

The authorized capitalization of the company consists of 250,000 shares of 7% cumulative convertible preferred stock (par $10), 500,000 shares of 20 cent par voting common stock, of which 200,000 shares are reserved for rights to purchasers of preferred shares; 5,500,000 shares of 20 cent par non-voting common stock, of which 2,500,000 shares are reserved for conversion rights to preferred holders on the basis of ten shares of common for each share of preferred stock held.

SECURITY SALESMAN'S CORNER

BY JOHN DUTTON

One of the few careers still left in this country where a man can manage his own time, work when he wants to do so, quit when he feels like it, and use his own judgment, ingenuity, brains and ability, is that of a salesman. I refer to straight commission salesmen; the men who do not get paid unless they produce.

There are some very excellent compensations for such a man in this age of conformity and the overwhelming quest for an illusory security. Once a security salesman learns how to work and to build a clientele he is his own boss. His employer may be able to get along without a good salesman, but there is always another employer who will hire him. A salesman who knows his job is one of the most independent men you will find anywhere in this country today. This is certainly a unique and comfortable position in which a man can find himself at a time when millions of others are fumbling through life, tied to their desks, enguifed in social security, seniority, boredom and dependent upon some other man's pleasure, or some union boss, for a fixed pay check that they impatiently await from month to month or week to week.

A Free Life Requires Discipline

Many men do not succeed as salesmen because they don't have sufficient courage to live on a straight commission basis. Others will not put the check-rein on themselves and do the work it requires to become an expert, productive salesman. Others are lazy. Some salesmen can't stand a little prosperity. They have a good month, or a few weeks of success, and they start to coast on their laurels. Easy come, easy go is the direct road to failure in every walk of life—it is particularly destructive in sales work.

The security salesman should be the first one to discipline himself in handling his own financial affairs. If he is married, he should train his wife and family to live modestly and save money in good years so he won't have to go through a nervous collapse every time there is a bear market, which comes along periodically. All the government controls ever invented won't stop excesses in the securities markets, or anything else for that matter. Excesses must always be corrected—any securities man that does not recognize this fact of life is too dumb to be an investment advisor.

The investment security salesman is engaged in a volatile endeavor. When stocks are high he should be taking his investment accounts out of overpriced securities and he should be advising the purchase of stable defensive investments such as tax exempt bonds, short term corporate and government bonds and Treasury bills and notes. He should take care of his customer's interests by advising caution and retrenchment. This is the way to preserve a clientele so that, when common stock prices once again reach attractive buying levels purchases can be made because capital has been protected.

The first task of a security salesman is to help his customers protect their capital. A salesman without customers is a dead duck, and a salesman with customers who are locked into a box full of overpriced common stocks that were bought wrong is also just as dead. Remember—if you have customers who are pleased with the investment job you have done for them you will have an income. If you destroy the greatest and only real asset you have—the goodwill of your customers—just because you want to be a hero and break some sales records when you should be advising caution and retrenchment; or if your firm has overexpanded and you want to help them meet a bloated overhead; or if they are stuck with some inventories or overpriced underwritings and you foolishly help unload them on your good customers—then you deserve what you will get—no thanks from anybody, including your wife and family and creditors.

Remember when you are a straight commission salesman you can't gold-brick your boss for a year or so during a business recession and thereby retain a job and an income to which you are not entitled. When you don't do business you do not get paid. This is the difference between a salaried man and a salesman on a straight commission. We salesmen who know what this means have no unions and we don't want any unions—we run our own business!

Calif. Investors Offers American Labs. Common

California Investors of Los Angeles, Calif. publicly offered on Oct. 12, 90,000 shares of American Laboratories, Inc. no-par common stock at $2.25 per share.

The company, which was formerly know as Medlabs, Inc. has offices at 660 S. Bonnie Brae, Los Angeles, Calif.

The proceeds of the offering will be used to repay a bank loan, renovate West Lake Hospital, to establish and promote a Laboratory mail order business and for working capital.

Forms Parker Co.

Ernest Parker is engaging in a securities business from offices at 2 John Street, New York City, under the firm name of The Parker Company.

WASHINGTON AND YOU

BEHIND-THE-SCENES INTERPRETATIONS FROM THE NATION'S CAPITAL

WASHINGTON, D. C. — When President Eisenhower sent his $79.8 billion budget for fiscal 1961 to Congress last January, it was expected that the interest on the public debt would amount to about $9.5 billion. Because interest rates have declined, the Bureau of the Budget now believes that the figure will be about $500 million less.

That, however, is an exception to the budget expenditures. Most other expenditures are going to exceed the President's recommendations.

When Mr. Eisenhower leaves office next Jan. 20, his Administration is going to show an unfavorable record of spending probably $15 billion, more or less, during his eight-year tenure than was taken in. Of course, all responsibility for this excess spending cannot be placed on the shoulders of the Eisenhower Administration.

The 1952 Republican platform carried a plank pledging a balanced budget. That same year General Eisenhower declared on the campaign stump that he would do what he could, providing the cold war did not worsen, to reduce Federal spending to around $60 billion within four years.

The cold war got colder at times, and the Eisenhower Administration was required to pay a large amount of bills that became due as a result of the Korean war. From all indications, when either Mr. Kennedy or Mr. Nixon takes office in January, the Federal budget should be under control and in better shape than when Mr. Eisenhower took office in January, 1953.

Although President Eisenhower did inherit some marked deficits from the Truman Administration, there are some conservatives both in and out of Congress who feel that Mr. Eisenhower did not do nearly as much as he could have in holding down expenditures.

1961 Budget Surplus?

The other day Director Maurice H. Stans, of the Bureau of the Budget, came out with his midyear review of the 1961 budget which Congress acted upon. Mr. Stans, who hails from Minnesota and took office in 1958, explained in a foreword to the report that when the budget was dispatched to Congress in January, it provided for a surplus of $4.2 billion to be applied to retirement of the public debt.

However, Mr. Stans should have known that it was highly unlikely for the Democratic controlled Congress, or any Congress for that matter, to raise postage rates and gasoline taxes again, particularly in an election year. Of course, Congress not only did not increase such levies, but the law-makers passed some spending measures, including a pay raise for Federal employees, which was not recommended.

Congressional actions increased net expenditures and reduced revenues by about $2 billion. The Congressional increases will be partially offset by expenditure reduction in some program operations, said Director Stans, such as lower interest rates on the public debt and for farm price support, and smaller collection of corporation income taxes.

Nevertheless, he still insists that a budgetary surplus is still in prospect next June 30 of about $1.1 billion. However, some economists, particularly some who do not agree with the Republican White House Administration, are saying that they doubt there will be any marked upturn in business during the remainder of the year. Better business conditions certainly would help tax collections a great deal.

As it was pointed out here recently, there is not much chance of a tax cut in the next session of Congress. Chances appear practically nil at this time.

Rules Committee Curbed Expenditures

In his mid-year report, Mr. Stans said Congress voted some increases that were not in the Budget proposal. Had it been proper, Mr. Stans could have said: "Thank Goodness for the House Rules Committee, or else we would wind up next June 30 with another sizable deficit."

The Southern Democrat - Republican coalition that controls the House Rules Committee unquestionably saved the taxpayers substantial sums of money. This committee stymied in committee a number of liberal bills, such as Federal aid to education.

The chairman of this important Committee, which the liberal members of Congress and spenders everywhere would like to liquidate, is headed by Chairman Howard W. Smith of Virginia, and the No. 2 Democrat is Representative William M. Colmer of Mississippi.

Both Mr. Smith, who is 70, and Mr. Colmer, are coming back to Congress in January, it appears certain. However, that important committee is losing the ranking Republican, Representative Leo Allen, 61, of Illinois, who is retiring. Advocates of a balanced budget, among other things, should hope that Mr. Allen will be replaced by some member who is just as conservative.

Unfortunate for the Rules Committee, which is the "traffic cop" for bills reaching the floor, the Republicans can point to the Democratic controlled committee as bottling up some of their best measures. The facts are, despite the criticism of both liberal Democrats and liberal Republican, the Southern Democrats and Conservative Republicans who control the committee—lock, stock and barrel—have done a favorable service to the American people. They have refused to yield to the pounding of the liberals who think spend and spend is the best policy.

Heavier Spending Likely

Director Stans reported that expenditures for major national security programs for the current fiscal year are estimated at $45.9 billion, a $431,000,000 increase over the January estimate.

It seems certain that regardless of which party captures the White House, defense spending will go up in the coming fiscal year as the cold war gets colder. Both Presidential candidates in their stump speeches have said they want the military services strengthened.

Expenditures for the agricultural programs are running below what was estimated last January by some $182,000,000. The major changes are: a $230,000,000 decrease for the price support, surplus disposal, and related activities of the Commodity Credit Corporation, resulting principally from reduced storage and interest charges.

The 1961 fiscal year budget expenditures are expected to exceed actual outlays in 1960 by $3.2 billion, partly because of the pay increase voted Federal employees by Congress. Nearly every agency will spend more money in 1961 than 1960.

Expenditures in the space age are growing and growing. For instance, spending by the National Aeronautics and Space Administration are now estimated at $700,000,000, an increase of $100,000,000 over the January estimate. The increase is the result of an expansion in the space programs.

Higher Taxes Loom

The history of budget receipts and budget expenditures is one of constant increases. The biggest years of expenditures, of course, were at the height of the World War II years. For fiscal year 1943 the budget receipts or tax income was $21.9 billion and expenditures $79.4 billion; 1944, budget receipts $43.6 billion, and $95 billion expenditures, and 1945 receipts were $44.4 billion and expenditures $98.4 billion.

The 1945 expenditures in the year that Germany and Japan surrendered were the greatest in history. However, if the brakes are not supplied during the next four years, it's going to be necessary to raise taxes further to pay for the spending.

The picture isn't bright in these golden autumn days, but the picture could change for the better if Congress and the American people would join in demanding a sound fiscal policy with frugality on the part of every department, bureau and agency of the government.

Most expenditures, of course, are earmarked for the Department of Defense. Out of the estimated total expenditures by the Federal Government this year of $80.4 billion, $46 billion will be spent for national defense.

[This column is intended to reflect the "behind the scene" interpretation from the nation's Capital and may or may not coincide with the "Chronicle's" own views.]

"I wish you'd leave your beatnik humor out of the brokerage business!"

Owen H. Woods With Johnson-McNeil & Co.

(Special to THE FINANCIAL CHRONICLE)

BOSTON, Mass—Owen H. Woods has become associated with Johnson-McNeil & Co., 79 Milk Street. Mr. Woods, who has been in the investment business for many years was formerly with Sherman Gleason & Co. and Coburn & Middlebrook, Inc.

New Birr Branch

BURLINGAME, Calif. — Birr & Co., Inc. has opened a branch office at 1247 Howard Avenue under the management of Gordon R. Beath.

First Columbus Office

BARBERTON, Ohio — First Columbus Corporation has opened a branch office at 113½ Third St., N. W., under the management of James J. Ganyard.

COMING EVENTS

IN INVESTMENT FIELD

Oct. 13, 1960 (Cincinnati, Ohio) Ohio Valley Group of Investment Bankers Association meeting.

October 15, 1960 (New York City) Security Traders Association of New York annual Fall Dinner Dance in the Grand Ballroom of the Biltmore Hotel.

Oct. 28-29, 1960 (Detroit, Mich.) National Association of Investment Clubs 10th anniversary convention at the Sheraton-Cadillac Hotel.

Oct. 28-30, 1960 (Hot Springs, Va.) Southeastern Group of Investment Bankers Association meeting.

Nov. 3-4, 1960 (Miami, Fla.) Florida Security Dealers Association annual convention at the Key Biscayne Hotel.

Nov. 10, 1960 (Minneapolis, Minn.) Minnesota Group of Investment Bankers Association meeting.

Nov. 17-18, 1960 (Chicago, Ill.) American Bankers Association 29th Mid-Continent Trust Conference at the Drake Hotel.

Nov. 27-Dec. 2, 1960 (Hollywood Beach, Fla.) Investment Bankers Association Annual Convention at Hollywood Beach Hotel.

April 12-13-14, 1961 (Houston, Tex.) Texas Group Investment Bankers Association annual meeting at the Shamrock Hilton Hotel.

June 22-25, 1961 (Canada) Investment Dealers Association of Canada annual meeting at Jasper Park Lodge.

W. W. Aker Opens

PLEASANTVILLE, N. Y.—Walter W. Aker is engaging in a securities business from offices at 76 Stephen Drive under the firm name of Aker & Co. Mr. Aker was formerly with Pierre R. Smith & Co.

Glore, Forgan Adds

(Special to THE FINANCIAL CHRONICLE)

LOS ANGELES, Calif. — Roland K. Michelsen has been added to the staff of Glore, Forgan & Co., 510 South Spring Street. He was formerly with Merrill Lynch, Pierce, Fenner & Smith, Inc.

2 With Martin, Monaghan

BOSTON, Mass.—Philip J. Connor and Herman J. Sampson have become associated with Martin, Monaghan & Mulhern, Inc. of Ardmore, Pa.

Banner Inv. Branch

HICKSVILLE, N. Y. — Banner Investment Planning Co. has opened a branch office at 85 North Broadway under the management of Marshall Rubenstein.